

## **Group Poster or Infographic Activity-International Business Trends**

In this part of the assessment, you will work in groups to create a poster or infographic about one of the International business trends: **Sustainability, Gender Parity, AI, UBI, Globalization, Digital transformation, E-commerce growth, Global Supply Chain**

Follow the instructions below carefully.

---

### **Instructions for Students:**

#### **Step 1: Get into Groups**

You will be divided into **groups**, each focusing on one of the following topics given above.

#### **Step 2: Create Your Poster or Infographic**

- **Design a poster or infographic** to show what your group has learned about the topic.
- Your poster or infographic should include:
  - **A title** for your topic (Sustainability, Gender Parity, AI, or UBI).
  - **At least 3 key points** explaining how the trend affects international businesses.
  - **Images or drawings** to help explain your ideas. You can include charts, symbols, or icons.
  - **One real company example** that is working on this trend. For example, Google for AI or IKEA for Sustainability.

#### **Step 3: Present Your Poster**

- **Present your poster** to the class.
- Each group member should explain one part of the poster. Be prepared to answer any questions from your classmates.

## Poster Layout for Each Group:

### 1. Title Section

- At the top of the poster, write the title of your topic (e.g., "Sustainability" or "AI").
- Use large, bold fonts and an eye-catching color.

### 2. Visual/Icon

- Under the title, include a **visual or icon** related to the topic (e.g., a globe for Sustainability or a robot for AI).
- This will make the poster more engaging and easier to understand at a glance.

### 3. Key Points

- Below the visual, add **3 bullet points** that explain **how this trend affects international businesses**.
  - Use **short and simple sentences** for each bullet point.
  - Make sure the text is clear and large enough to read from a distance.

#### Example:

For a **Sustainability** poster:

- **Title:** "Sustainability in International Business"
- **Icon:** Globe with plants
- **Key Points:**
  - Companies use renewable energy and reduce waste to save costs.
  - Sustainable practices attract eco-conscious customers.
  - Global businesses adopt green strategies for better reputation and long-term success.

### 4. Company Example

- At the bottom or side of the poster, include **one company that leads in this trend** (e.g., Patagonia for Sustainability or Amazon for AI).
- **Explain in 1-2 sentences** how this company implements the trend.
  - Example for **AI (Amazon)**: "Amazon uses AI to improve delivery times and personalize customer experiences."

### 5. Visual Appeal

- Add some **color** to each section to make it look attractive.
- Use **symbols, arrows, or small images** to break up the text and make it more visually engaging.

## Rubric for International Business Trends Poster

	Level 1	Level 2	Level 3	Level 4
<b>Knowledge:</b> Ability to <b>identify</b> trends like Sustainability, Gender Parity, AI, and UBI, and understand their basic concepts.	Identifies trends with little accuracy and understanding	Identifies trends with some accuracy and understanding.	Accurately identifies and describes trends with good understanding.	Accurately identifies and thoroughly describes trends with strong understanding.
<b>Thinking:</b> Ability to <b>analyze</b> how each trend influences businesses, industries, and careers globally.	Provides limited or unclear analysis of how trends influence companies, industries, and careers.	Provides a basic analysis with some insight into the impact of trends on companies, industries, and careers.	Provides a clear and thoughtful analysis of how trends influence companies, industries, and careers.	Provides a deep, insightful analysis of the trends' impact on companies, industries, and careers, with strong supporting examples.
<b>Application:</b> Use of <b>real-world examples</b> and cases to show how companies are implementing these trends and their impact	Provides irrelevant examples to connect trends with real companies or industries.	Provides some relevant examples, but they are underdeveloped or not well-connected	Provides relevant examples, clearly linking trends to real-world companies and industries.	Provides well-chosen, detailed examples that strongly connected trends to real-world companies and industries
<b>Communication:</b> Ability to <b>clearly present</b> the findings using posters, with a good balance of visuals and written content.	Information is unclear or disorganized. Visuals are missing or do not support the content.	Information is somewhat clear but may be disorganized or lacking visuals.	Information is clearly presented, with relevant visuals supporting the content.	Information is exceptionally clear, well-organized, and enhanced with creative and relevant visuals that support the content.

