Unit #2: The Madagascar Project (BOH Formative Project and BBB Summative Project)

# INTERNATIONAL BUSINESS

Unit #2: The Madagascar Project (partnered with FLOW)

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## **KEY LEARNING GOAL:**

Understand the challenges underdeveloped nations face and the work that charitable organizations do to support others.

#### **CURRICULUM EXPECTATIONS:**

- Manalyse the ways in which international development agencies (e.g., United Nations organizations, Word Health Organization) and non-governmental organizations (e.g., Greenpeace, World Safety Organization) promote economic progress in developing countries).
- Assess ways in which multinational enterprises have both positive and negative effects on the countries in which they operate, including the impact on the norms and practices of local and indigenous cultures.
- Evaluate the ethical issues that arise for companies competing internationally, in relation to employees (e.g., fair wages, good working conditions, outsourcing, regulation of child labour); the host country (e.g., effects on local economy, respect for local laws and cultural preservation); and society (e.g., sustainability of development, practices to combat corruption).

## **Project Summary:**

Following your lessons about the conditions and situations that exist in Madagascar, you are tasked with executing a awareness and fundraising project to support the Madagascar School Project. Each team will be responsible for executing two goals: Task #1: Create awareness for the conditions in this nation and a plan to fundraise to support in a community. Task #2: Analyse and develop support strategies for a community in Madagascar.

## Step #1: BOH Component:Plan to support

You are to begin your project by planning a fundraising and awareness event to raise funds to support the project. You will have limited time to develop your strategies before meeting with some of FLOW's management team members.

(FLOW supports small businesses and not-forprofits by providing project management, business administration, communications and strategic management services.)

Mr. Parsons will be observing and providing immediate feedback on your planning process for this component.

Once your plans have been developed you will have 20 minutes to meet with FLOW's team to obtain feedback and support on your ideas. (20 minutes per management member). They will be here on Tuesday.

Your final plan will be submitted to Mr. Parsons in a report format and a meeting will be held with your team to determine next steps.

## BOH Component: Specific Criteria requirements for your plan

Once you have developed an idea for your fundraising project, you are asked to develop a report that will address the following areas: (All plans should be outlined in detail and supported with rationale for each decision).

## Financial Forecasting:

Outline anticipated costs to execute your project. What are your forecasted revenues and profits? Do you need start up funds? How do you intend to raise these funds? What are your marketing and operations costs? You will have 20 minutes to meet with a member of FLOWs finance team to discuss these strategies.

## Marketing Plans:

How do you intend to create awareness for your fundraising project? Outline your strategies in detail. How do you intend to create teach others about the issues that Madagascar is facing? What are the specific materials (ie, brochures, social media, posters, videos,etc.) you will create for this project? You will have 20 minutes to meet with a member of FLOWs marketing team to discuss these strategies.

## **Operations:**

Where do you intend to hold your fundraiser? What is the proposed date to hold your fundraiser? What are are required for your operations? What are you resource needs for the fundraiser? What is the timeline to execute this project? If you project is selected for execution the entire Beyond Borders group will support you. Outline staffing roles for your 43 team members. You will have 20 minutes to meet with a member of FLOWs operations and event planning team to discuss these strategies.

Mr. Parsons will be working closely with your throughout the planning stages of this project. In preparation for upcoming summative BOH events, he will be providing descriptive formative feedback for each stage of the planning process.

Good luck to all teams. This will be a challenging task with the limited timelines.

## Unit #2: International Business Summative - The Madagascar Project

	Step	#2:	Mada	gascar	Anal	lysis
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Complete your own analysis of the situation in Madagascar. This component is summative and will be presented to a panel of judges from the community. Each group member is to assess one of the following sections;

assess one of the following sections,
☑ PESTLE Analysis: Using your model for assessing a nation. Research and analyse to current conditions in Madagascar. (3 Team Members)
Assigned to group members:
Economic Conditions: Using the Economic Indicators outline the current position of the nation. Draw direct connections and comparisons to Canada to provide a clear picture of living conditions in this nation. (3 Team Members)
Assigned to group members:
Ethical Charity Analysis:
<ul> <li>Review the contributions of the charity - what specifically do they do to support others? A they successful in each of these areas? What challenges do they face in reaching their goal Provide your analysis of success and ethics (How do they perform in each of these area provide supporting facts for your analysis). What would you suggesting be in areas f improvement and development of new supporting ideas.</li> <li>What do they do to ensure the sustainability of the people they support? Are they provide handouts or support? Are they ethical in the process? What successes and failures can y find for the organization? Does the country provide fair labour laws to support the citizens? Outline labour laws that are relevant. (3 Members)</li> </ul>
Assigned to group members:
1) Plans to support improvement in conditions (areas of growth): What can be done to support this nation? Provide recommendations based on your research and analyse of the first assigned tasks. What can be done to improve this nations current situation? (2 Member)
Assigned to group member:



Weight:

Weight:

/10 Marks

/20 Marks

#### **Summative Rubric:**

## Part A: The Charity Analysis - Shared Group Mark

**Category - Application** 

## **Project Expectations:**

- Did you provide your audience with an accurate picture of the nations conditions? Is a clear overview provided the charities work and how they operate? Did you provide accurate research regarding the nations economic and business conditions?
- Is it informative. Does your audience have a solid understanding of your organizations involvements?
- Level 1: Transfer concepts, skills procedures to new contexts with limited effectiveness.
- Level 2: Transfer concepts, skills procedures to new contexts with some effectiveness.
- Level 3: Transfers concepts, skills procedures to new contexts with considerable effectiveness.
- Level 4: Transfers concepts, skills procedures to new contexts with a high degree of effectiveness.

## Part B: Theory to Practice - Individual Mark

Category - Thinking

### **Project Expectations:**

- Did you use critical thinking skills to evaluate the nation through data analysis?
- Based on your assigned section, did you evaluate the positives & negatives of the nation? Did you complete accurate and effective research? Were all areas for your assessment completed (and to what degree of success)?
- **Level 1:** Does not appropriately use critical and creative thinking skills; Uses concepts, skills and procedures in familiar contexts with limited effectiveness.
- **Level 2:** Uses critical and creative thinking skills with limited effectiveness; Uses concepts, skills and procedures in familiar contexts with some effectiveness.
- **Level 3:** Uses critical and creative thinking skills with moderate effectiveness; Uses concepts, skills and procedures in familiar contexts with considerable effectiveness.
- **Level 4:** Uses critical and creative thinking skills with a high degree of effectiveness; ; Use concepts, skills and procedures in familiar contexts with a high degree of effectiveness.



Weight:

/40 Marks

/10 Marks

## Part C: Presentations - Individual Mark

**Category - Communication** 

## **Project Expectations:**

- Did you communicate information and ideas through writing and visual and oral presentations?
- Did you demonstrate effective use of Multimedia Presentation Software?
- Did you demonstrate appropriate presentation techniques (relevant to business environments)?

Level 1: Communicates information and ideas with limited clarity; Uses language, symbols and visuals with limited accuracy and effectiveness; Communicates with a limited sense of audience and purpose.

Level 2: Communicates information and ideas with some clarity; Uses language, symbols and visuals with some accuracy and effectiveness; Communicates with some sense of audience and purpose.

Level 3: Communicates information and ideas with considerable clarity; Uses language, symbols and visuals with considerable accuracy and effectiveness; Communicates with a clear sense of audience and

Level 4: Communicates information and ideas with a high degree of clarity; Uses language, symbols and visuals with a high degree of accuracy and effectiveness; Communicates with a strong sense of audience and purpose.

#### BBB Unit #2: Summative - Total Marks:

Part A: The Analysis - Shared Group Mark **Category - Application** 

Weight: /10 Marks

Part B: Theory to Practice - Individual Mark

Category - Thinking Weight: /20 Marks

Part C: Presentation - Individual Mark

**Category - Communication** Weight: /10 Marks

**Teacher Comments:**