

Unit 1 Economics and Personal Finance

Economics and You: Globalization

Use the internet to research an international company; preferably one that sells a product with which you are familiar (i.e. a product you have used or purchased recently). You may want to consider companies such as General Foods, General Mills, Unilever, or Nike. Analyze the link for its international operations. Prepare a presentation to summarize your findings. Be prepared to answer questions about the global economy, the company you researched, and how international companies benefit you as a consumer and potential employee. Incorporate the following information into your report.

A. Analyze the company's Web site design for the global marketplace.

1. In how many countries does the company conduct business?
2. How did the company account for the different languages used in each country it does business?
3. What similarities and differences did you find in the products sold in different countries? Provide examples.

B. What economic impact do you think this company has on the countries where it does business?

1. **Employment:** Does the company have employees in that country and in the United States? How might you benefit from this company's global presence?
2. **Consumer benefits:** Are the products the company offers to you the same as those offered to consumers in other countries?
3. **Support Other Companies:** How does this company's global operation benefit other companies located in the United States and in other countries? Of what significance is that to the global economy and to you as a consumer and tax payer?

C. What if anything does the company do in order to show it is socially responsible? How does the company's social responsibility or lack of it affect your future purchases from this company?

D. Summarize how this company demonstrates the concept of the globalization.

Directions Use the following rubric to evaluate your presentation.

Self-Evaluation Guidelines

Exemplary (8-10 points)	Satisfactory (7-4 points)	Poor (3-0 points)
<ul style="list-style-type: none"> • Includes all of the required content elements • Very well organized • All details provided • No grammatical errors • Creatively designed and executed 	<ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Few grammatical errors • Neatly prepared 	<ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Many grammatical errors • Typos or illegible handwriting

Criteria	Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)	Student Score	Teacher Score
Content					
Analyzed company's Web site					
Analyzed economic impact on employment					
Analyzed consumer benefits for customers					
Analyzed support of other businesses and the impact					
Explained company's social responsibility efforts and addressed their impact					
Related company to concept of globalization					
Mechanics					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills: appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
			TOTAL		