



# BBB 4M1: UNIT #2 ETHICS

## 24 HOUR CASE STUDY SUMMATIVE

Working with a partner each team will have 24 hours to research and complete a case study. Each group will draw a company name. Once they have their company they will receive their case information. The information provided for the case is only a starting point. You will have to complete your own research to learn more about each case. Each case outlines an ethical issue that a nation or business has faced. You will have to assess how the ethical situation was handled and develop your own recommendations for courses of action.

A **Report Exemplar** has been provided to highlight how you should approach and summarize your case study assessment (use this as your guide - it will be a key component in helping you approach and understand your case assessment development). Each team's Report is due at the start of class tomorrow (24 hours from now).

Following the submission of the report to your teachers. Each group will have 5 minutes to highlight to the class what their case was about and what the 3 recommendations were to improve the success (**this is the discussion component of the summative assessment**). They will then discuss and obtain feedback from the class on their case solutions.

### Report Guidelines:

#### **Part A: Problem Identification:**

To clearly identify the issues surrounding this case, you are asked to outline 3 key areas. Following your 3 areas of identification you are asked to define the "Underlining Problem" by summarizing the key ethical issue in only one sentence.

#### **Step #1: Perception:**

Identify the public perception with the case study you have been assigned. Who are the stakeholders? Why does controversy surround this issue? Summarize the issue from the different perspectives so that we understand the ethical issues.

#### **Step #2: Courses of Action**

Identify the courses of action that were taken by the business (or country) when the ethical issues became a point of controversy for the public.

#### **Step #3: Current Position**

Where does the business (or country) currently stand with this issue? Have they recovered? What alternative courses of action could be implemented to improve the position of this business (or country)?

#### **Step #4: Underlining Problem (see previous instructions and review exemplar for support)**

## **Part B: The Recommendation Plans**

**Step #5: Develop 3 recommendations that could be made to improve the perception of the business based on these ethical issues. List summary points on what these recommendations will address.**

**Step #6: Summarize what your 3 recommendations will address? (review exemplar for support)**

## **Part C: Competitor Analysis**

**Step #7: Identify the key competitors for this business (or if you have a country - highlight the key countries that were heavily impacted by this case).**

**Step #8: Create a product positioning chart to outline your market segmentation. Compare your business products/services to the key competitors that were identified in step #7. (If you have a country highlight the key nations that were involved on your graph. On the X axis highlight the amount of involvement on the nation (0 no or little involvement and 10 being heavily involved). On the Y axis highlight whether this nations business industry was positively or negatively impacted by this case (0 being no or little gain and 10 being a great deal).**

## **Part D: Recommendation Plans**

**Step #9: For each of your 3 recommendations (developed for step #5) you are now asked to explain in further detail what these plans will address and how you intend to implement these recommendations. How do you reach these goals?**

## **Part E: Budget Breakdown**

**Step #10: You are asked to highlight to assess your recommendations costs to the business (or the nation). You are not expected to provide specific expenses or costs for your plans, however defend your recommendations in terms of being feasible to the business (or nation). Can these business (or nation) afford to implement these plans? Does it provide a return for the business (or nation) in the long term? Defend and explain your position.**

## **Part F: Implementation Timeline**

**Step #11: Highlight the stages of your implementation. When are each of your recommendations to be executed? Are these long term or short term plans?**

## **Part G: Risk and Mitigation**

**Step #12: Identify 3 risks the business will face by implementing your recommendations. For each risk highlight the mitigation (or ways to reduce the risks that are faced).**

## **Part H: Optional Appendix**

**If you have any relevant information you would like to include (or to be highlight based on your case - this may be included)**

## **Discussion Guidelines:**

**Once your Report is submitted (24 hours from now), you will be asked to give a 5 minute presentation to the class - this presentation should outline Part A and Part B of your report. This should provide the class with a basic understanding of your plan. Once your recommendations have been presented, ask the class to give you feedback on your ideas. The class should look for hole or potential risks/challenges with your plan. You will be assessed on how well you defend these questions and challenges to your plans.**



**Part B: Case Study Discussion**  
**Category - Communication**

**Weight: /5 Marks**

**Project Expectations:**

- Demonstrate effective use of business communication techniques (e.g., in business reports, presentations);
- Evaluate the ethical issues that arise for companies competing internationally

**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 purpose.

**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.

**Part A: Case Study Report**  
**Category - Application**

**Weight: /25 Marks**

**Project Expectations:**

- Describe the effects of barriers and obstacles to international business activity.
- Demonstrate an understanding of the factors that influence a country's ability to participate in international business.
- Assess the effects of current trends in global business activity and economic conditions.
- Analyse the ways in which cultural factors influence international business methods and operations.
- Assess the ways in which political, economic, and geographic factors influence international business methods and operations.
- Identify and describe common mistakes made by businesses in international markets.
- Assess the challenges facing a business that wants to market a product internationally.
- Compare the approaches taken by various companies to market their products internationally.
- Demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.
- Analyse the ways in which ethical considerations affect international business decisions.
- Assess the working environment in international markets.
- Demonstrate an understanding of the process for crossing international borders as it relates to international business.

**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.