T144 Global Citizen group project

Standalone Multimedia Presentation: 5 teams of 6 or 7
Due in class, Wednesday, April 24
Worth 40 points

1.) What is your cultural heritage? (You will have completed the Reflection on Culture individually. Talk about your team. Who are the people - and the cultures - that make up this team?)

2.) What does it mean to be a global citizen? (Define this term and then explain what it means for your team, per your personal values) What does it mean to be a corporate global citizen? Maybe give an example of a corporate global citizen.

3.) Pick a country to highlight. You will tell us what we need to know re: business etiquette, communication factors, etc. You can use the resources below for this. You can pull examples from the movies we watched or other movies. You may include clips or videos.

4.) Why are these rules there in the first place? I want you to **dig into one or two aspects of the culture of the country** (history, politics, gender norms, etc.) to get at the why these "rules" from bullet point 3 are important

5.) If your company were moving into that country, what would they need to consider to become a good corporate global citizen (will they need to deal with clean water issues in the community, other health risks, political unrest, etc.)?

**Helpful resources** (talk to me in class... I may have some others for your particular country)

- Interviews! Talk to someone from the country you are highlighting.
- GlobeSmart: [http://www.aperianglobal.com/web/globesmart/](http://www.aperianglobal.com/web/globesmart/) (You do have to sign up for this, but if you go to “tools,” you can get lots of good info on different countries)
- Hofstede: Here is some information on Hofstede’s Cultural Dimensions (he looks at different measurements of cultures – if people are individualistic, relationship-oriented, etc.): [http://geert-hofstede.com/germany.html](http://geert-hofstede.com/germany.html). Note: you still want to avoid stereotypes. This helps you get a good feel for the country, but doesn’t get at the why.
- The article you read on being a Global Corporate Citizen (under resources)
- Ted Talks are great resources!

**Examples/Resources for multimedia presentations** (you could use PowerPoint, Prezi, SlideRocket, embed videos, etc.)

- [http://www.slideshare.net/gsetser/how-to-create-a-multimedia-presentation](http://www.slideshare.net/gsetser/how-to-create-a-multimedia-presentation)
- [http://www.slideshare.net/courosa/developing-digital-citizens](http://www.slideshare.net/courosa/developing-digital-citizens)

**Rubric**

- You need to turn in a works cited page to me at the beginning of class.
- Bring a laptop to show your presentation. You will be in different areas of the room, and the judges/visitors, other students in the class, and I will come around to watch your final project and ask you questions.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>The presentation should follow a logical train of thought... and you should use categories to present your information</td>
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<table>
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<tr>
<th>Content</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Sources cited; hit all 5 points asked for (especially points 4 and 5!); showed respect for the audience and cultures highlighted; good audience analysis; able to answer questions</td>
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<table>
<thead>
<tr>
<th>Creativity</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
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<th>Notes</th>
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<tr>
<td>Visually appealing and engaging; interactive</td>
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