



Country X or Country Y?

Introduction

You are the CEO (Chief Executive Officer) of Aruban Exports, Inc. This company sells everything Aruban – aloe, rum, souvenirs, art work, etc. The business has expanded so quickly that you need to open an international headquarters someplace in Europe. The Board of Directors has narrowed it down to two possibilities. It is your job to research the two possibilities, then evaluate the two choices, and finally present a proposal comparing the two possible sites and making a recommendation.

Task

1. Research two randomly assigned countries in Europe. You will be looking at the economics, culture, infrastructure, education, etc.
2. Analyze your research. Which country would be best suited to host an international headquarters? This country needs to not only support the business, but also be a family friendly, to support the needs of your employees' families.
3. Create a presentation that gives an overview of each country and your recommendation.
4. Give your presentation to the class.

Overview of Process

Task 1

Use the worksheet provided to find specific facts about the two countries. You need to find the information and record the website you found it at. There is a list of Resources to help you, but you are not limited to only those sites.

Due Tuesday, April 5th

Task 2

Analyze your data. Compare the facts you collected and decide which country would support your business the best AND also be a comfortable place to live for your employees and their families. Write a complete essay explaining your reasoning. There should be a clear thesis sentence, at least three strong reasons with supporting details, and a concluding sentence.

Due Thursday, April 7th.

Task 3

First, sketch out a draft of your presentation using a story-board. You need to include an overview of each country – the economics, culture, current events etc. Then state your recommendation – include your reasons from Task 2.

Story-board due April 12th.

Presentation due April 19th.

Task 4

Present your recommendation to the Board of Directors (the class). You need to practice your speech before the presentation. Focus on the following:

- Know your speech – don't stare at the screen or your notes
- Loud, clear voice
- Have eye contact with your audience, not the screen
- Good pacing – don't speak too fast or too slow

- Positive posture – stand up straight, don't fidget

Due April 19th.

Resources

Here are some sites that will get you started. You are welcome to use your favorite search engine to find information. Just remember to check the reliability and credibility of the site. (Can you trust the information?)

CIA Factbook

<http://www.odci.gov/cia/publications/factbook/>

Atlapedia

<http://www.atlapedia.com/>

The Universal Currency Converter

<http://www.xe.com/ucc/>

Your Nation

<http://www.your-nation.com/>

Lonely Planet

<http://www.lonelyplanet.com/destinations/>

United Nations Cyber Schoolbus

<http://www.cyberschoolbus.un.org/information/index.asp>

FactMonster

<http://www.factmonster.com/countries.html>

Aneki – Comparison lists

<http://www.aneki.com/europe.html>

US Department of State Background Notes

<http://www.state.gov/r/pa/ei/bgn/>

BBC News/ Country Profiles

http://news.bbc.co.uk/2/hi/country_profiles/default.stm

Big Mac Index

http://www.economist.com/markets/bigmac/displayStory.cfm?story_id=3503641

Task 1

Gather your information. Use the chart below.

Here are some terms you need to know:

Gross Domestic Product (GDP)

GDP measures the value of all the goods and services produced within a country minus the cost of goods and services that were used to produce them. For example, if an item is worth \$100 and the goods used to produce this item cost \$30 and the services used to produce it cost \$10, then the GDP calculates its value as \$60. The value of an item created in this way is referred to as "value-added" because it is money that has been added to the economy as a result of the production process. GDP measures the "value-added" to the economy of all goods and services produced in each country.

"Goods" include: 1) physical objects that can satisfy a person's needs or wants (for example, clothes, food, furniture, appliances, etc.), 2) physical objects that can be used to produce other goods (for example, machinery and equipment), or 3) intangible assets such as computer software, original works of art, etc. Some goods may be bought and sold many times, other goods may never be resold or exchanged.

"Services" are activities that are carried out for the benefit of someone else. They are not physical objects, cannot be stored and cannot be owned in the same way that an object is owned. Services include items such as lawyers' fees, doctors fees, hotel costs, rent, transport costs, commissions on financial transactions, etc.

GDP totals for each country are first calculated in the national currency and then converted to United States dollars for the purpose of making international comparisons.

It is important to note that a country with a higher GDP or GDP per capita does not necessarily mean that its citizens have a higher standard of living. The standard of living in a country depends more on how much people have to pay for goods and services than on the total GDP or GDP per capita.

GDP per capita

GDP (gross domestic product) per capita is calculated by first converting the GDP national total into United States dollars and then dividing this figure by the total population (see definition of GDP for more details). This statistic gives an idea of the average amount of money that has been added to a country's economy per person as a result of the production of goods and services.

Category	Country 1	Country 2	Site the source – internet address or book
Government - type			
Population			
Population density			
Population Growth			
Ethnic population(s)			
Language			
Migration			
Life expectancy - *Women *Men			
Gender ratio			
Age structure			
Birth rate			
Death rate			
Infant mortality rate			
Undernourished			
Type of economy?			
Currency * What type? *Conversion rate (to USD)			
GDP			
GDP per Capita			
GDP Growth			
Unemployment			
Labor force			

Category	Country 1	Country 2	Site the source – internet address or book
Poverty Rate			
Tourism			
Area			
Landscape – describe the geological features			
Coastline			
Land use			
Environmental issues			
Transportation *Types and how much public transportation available *Amount of paved roadway			
Port cities			
Largest city and population			
Motor vehicles			
Telephone lines			
Cell phones			
Internet users			
Newspaper circulation			
Televisions			

Category	Country 1	Country 2	Site the source – internet address or book
Power *What kinds of power is used? (Electricity, coal, oil) *How much power is used?			
Climate - *average temperatures per month *average precipitation			
Education system *Describe it *Higher education opportunities			
Literacy rate			
Religion(s)			
Museums			
Art – opportunities, famous art etc			
Recreational opportunities			
Sports opportunities			
Holiday			
Food – typical foods			
Cost of a Big Mac			

Category	Country 1	Country 2	Site the source – internet address or book
Cost of living – find prices on the following: *Bread *Milk *Can or 6 pack of Coke Make sure you have the currency labeled			
Current events – what major issues are the countries dealing with right now?			
Crime and violence *Typical crime? *Crime rate			

Task 2 - Analyzing Your Results

After your research, you have a lot of information. How do you decide which country will best support an international headquarters? You have to ask yourself several questions and then compare the statistics.

Categorizing Your Information

1. Print your chart of information.
2. Get different color highlighters or light colored markers. You will need to highlight the information.
3. At the end of your chart, make a key that indicates the color and category statistic.
4. Which categories of information indicate statistics that would be important to opening and sustaining a business? Highlight those in one color and label it "Business."
 - Economy – what areas indicate the strength of the economy of the country?
 - Transportation – how can products and people move around?
5. Which categories of information indicate the health of the people in the country (which could also indicate how good the medical care is in the country)? Highlight and label.
6. Which categories indicate how technologically literate the people in the country are? Highlight and label.
7. Which categories of information indicate how comfortable a family could live in the country? Highlight and label.
8. Which areas indicate how comfortable a family would be living in this country?
 - Things to do
 - Cost of living

Analyzing Your Information

Now that you have organized your information, you need to take a close look at it. You will be looking at each category and deciding which country is better in that category.

1. Look at "Business." Ask yourself questions like:
 - Does the country have a strong economy?
 - Are there enough workers?
 - Will the transportation allow for easy movement of people and products?
 - Is there enough power available for your company use?
 - Other questions?
2. After looking at these things, you should be able to draw a conclusion – which country would best support a business? Write your statement here and then include at least 4 supporting facts.

3. Look at "Health." Ask yourself questions like:
 - How healthy are the people in this country?
 - Would expatriates be healthy living in this county?
 - Think about birth, death, pollution, poverty etc.

9. Look at the current events and crime. Which country is safer? Why?

Writing a Report

Now that you have thought through the information and done some pre-writing, it is time to write the article. Think about the formal writing structure you learned in English.

- Clear thesis statement – Country X is the best choice for an international headquarters for several reasons.
- State first reason – ie business, technology etc.
- Give specific facts and supporting information – that was the 4 facts
- State second reason
- Give specific facts and supporting information – that was the 4 facts
- State third reason
- Give specific facts and supporting information – that was the 4 facts
- You get the idea . . .
- Conclude with a strong statement of recommendation.

This report should be typed, in formal language, and in final draft form.

Assessment

Focus/Organization

- The writing fulfills its purpose by presenting a clear explanation.
- The explanation is clearly targeted to its intended audience.
- All necessary steps or pieces of information are present.
- Steps or pieces of information are presented in an order that makes sense.

Elaboration/Support/Style

- Sufficient details are provided to explain each step or piece of information.
- The details are clear and understandable.
- Transition words are used effectively.

Grammar, Usage, and Mechanics

- The writing is free of misspellings, and words are capitalized correctly.
- Sentences are punctuated correctly, and the explanation is free of fragments and run-ons.
- Standard English usage is employed.
- The paper is neat, legible.

Due – Friday, April 8th at the beginning of class.

Task 3 – Create a Story-board

The final product of all of your research and analysis is a presentation created in Star Office Impress. This is the Star version of Microsoft Office's PowerPoint. However, before you sit down in front of the computer, you need plan out your presentation. This is called a story-board. It is a sketch (as in – drawn quickly) of your ideas. It should indicate what text and pictures you need. Think of it like a pre-writing activity in English. A story-board looks like a comic strip – a series of squares on your paper and filled in with basic information. You don't have to draw the picture – just indicate what the picture should be about.

Read the “Guidelines for Good Presentations” first!!!!

Example of one slide:

Lithuania-Culture

- *Religion - influences everthing, mostly Catholic,Greek Orthodox
- *Folklore Festivals – religious, pagan, traditional
- *Art – wood carving, religious based, influenced by Soviet
- *Language- 1 or 2 Baltic langauges
- *Food – dairy and potato based
- *Music – women, nature/family based, “Sutartines,”

Picture of Sutartines singers

Process

1. Fold a piece of paper in half, the long way (hot dog bun style).
2. Fold that into thirds.
3. Unfold – you now have six even squares. Make others as needed.
4. Start with your title slide
 - As a professional business person, what information do you need?
5. Begin with your first country – create an introduction slide with basic information.
6. Now create as many slides as needed to summarize the country.
 - Economics, culture, current events, family activities etc.
7. Do the same for the second country. Use as many slides as needed.
8. Finally, use your information from **Task 2** to make your recommendation. Be positive and clear. Use as many slides as needed.
9. Use your plan to create your presentation in Impress.

Due April 12th! If you get it done sooner, you'll have more time to work on the creation of the presentation; so - the sooner, the better!!!!!!

Guidelines for Good Presentations

- One topic per slide
- 6x6 rule – About six words across and six words down per slide. You need to use short phrases, not complete sentences; more than that makes the screen look cluttered. Use bullets rather than numbers.
- Use easy to read fonts. Fancy fonts makes it difficult to read. Make sure the size is large enough.
- Simple backgrounds are better. You will include text and pictures, so your background shouldn't be overpowering.
- Choose colors carefully. Be consistent between slides. There should be a strong contrast between the letters and background.
- Pictures should be used to support the information, not BE the information. Make sure you credit the source of the picture.
- Limit animation and sound. These things can become tedious and distracting. Pick one type of transition for all slides.

**Country X or Country Y
Grading Sheet**

Student name _____

<i>Category</i>	<i>Comments</i>	<i>Grade</i>
<p>Oral Presentation</p> <ul style="list-style-type: none"> *Volume *Pace *Clarity *Eye contact *Preparedness *Slides were an aid, not the only source of information *Notes used to guide presentation 		
<p>Slides</p> <ul style="list-style-type: none"> *Correct use of standard English *Accurate information *Design of slide <ul style="list-style-type: none"> *amount of text *text size *color choice *transitions *Pictures <ul style="list-style-type: none"> *Compliment the slide *Source shown 		
<p>Process</p> <ul style="list-style-type: none"> *Followed directions *Used class time wisely – was focused and did not distract others *Completed project on time *Turned in ALL work – chart, notes, paragraph etc 		