**Presentation topics**

(attending students)

Please choose ONE of these topics which are all linked to the articles and videos we studied and discussed during our lessons and prepare a PPP with a video recording of you presenting using about 5 slides (**+** introductory slide with your name, surname, student number, degree course, date of exam).

Pls. keep in mind that your presentation should last **5 minutes.**

***Company structure:*** Unit 1

* Describe the structure of a company of your choice (can be multinational, joint stock, SME, dotcom...any):
  + Choose one company and describe:
    - * type (e.g. multinational/jointstock, dotcom etc.) and its business sector
      * its background/history
      * its structure (governance, i.e. board of directors, key personnel, departments etc.) and what each department/division deals with?
      * its product(s)/service(s)
  + Comment: which is their key to survival? (what distinguishes it from its competitors?)

**- OR -**

* Describe the change/development of company structure over time
* Background info/context: the transformation of companies over time - past, present, future
* Where is the modern company heading?
* describe some basic types of companies and give examples
* What are the dominating factors that determine the future of companies and how can/do companies adapt to them?
* Give your opinion/comments

***Prosperity or preservation:*** Unit 5 ***+*** video on *Camisea* ***+*** article on *Green on Green*

* Choose a green/renewable energy project:
  + give some background information
  + describe the project and its opponents’ objections
  + give your opinion/comments
* **OR** -
* Choose an environmentalist group/charity group/NGO:
  + give some background information
  + describe one of its projects/campaigns and its outcome
  + give your opinion/suggestions/comments

***Marketing strategies:*** Unit 6 ***+*** article on*CSR* **+** 2 videos on *CSR*

* Describe the development in marketing strategies:
  + what are the strengths and weaknesses of a brand?
  + what's the difference between selling a product and selling a brand?
  + how have marketing strategies changed over time (past, present, future)
  + how have consumers changed? Why?
  + comment/your opinion - are you manipulated into buying brands?

**- OR -**

* Choose a company and describe its CSR policies:
* give a brief overall description of its CSR policies/pillars
* describe ONE of its projects more in detail, either environmental or social (...the project/plan/campaign I found most interesting is....because......)
* give your opinion/comment, i.e. are you convinced by its sustainable policies or do you think it is mere 'smart management'?

***Outsourcing:*** Unit 7 ***+*** article on*Inequality within countries* ***+***video on *globalisation and inequality*

* describe the pros and cons of outsourcing/offshoring
  + definition
  + context: why possible now? driving factors?
  + which activities are commonly outsourced?
  + key qualities of host countries that attract offshoring
  + Impact: pros + cons x MEDC companies and countries? pros and cons x LEDCs? (inequality gap increase and its consequences; 'good inequality' - example?)
  + Personal comment/your opinion (i.e. more pros than cons or visa versa) - can you think of an example to support your opinion?

**- OR –**

* Choose a company that has outsourced/offshored and describe:
* the type of company and give some background information
* which business operation/process has it outsourced and why?
* where did it outsource to and what did that company/country offer to attract investment?
* what savings did it manage to make?
* positive and negative impacts
* your personal comment/opinion