

Unit 1 Thematic Project

Trends in the World of Business

The business world is constantly changing. To meet the challenges of the dynamic business environment, businesses and workers need to understand and react to trends.

Thematic Project Assignment

In this project, you will research trends that are affecting businesses and careers and write a report about them. These trends include the rise of globalization, the evolution of technology, and the increasing importance of cultural diversity.

Step 1 Brainstorm Skills You Need to Complete This Activity

Your success in business will depend on your skills. Preview the activity, then brainstorm a list of the skills you will need to use to complete the activity and describe how you will use them. Skills you might use include:

Academic Skills reading, writing, math, and science skills

Basic Skills speaking, listening, thinking, problem-solving, and interpersonal skills

Technology Skills word processing, keyboarding, database, spreadsheet, presentation, telecommunications, and Internet skills



SKILLS PREVIEW Go to the *Introduction to Business* Online Learning Center through glencoe.com for a graphic organizer you can use to brainstorm the skills you will use to complete the project.

Step 2 Choose a Business and a Career That Interest You

Think of a business that you find interesting. Then think of a career that interests you. As you investigate trends in business, you will research the effects of globalization, technology, and cultural diversity on the business and career of your choice.

Step 3 Build Background Knowledge

Preview the business trends you will research.

Business Trends

The globalization of the world's economies has increased competition for businesses and jobs. Globalization is the process by which the world economy is becoming a single interdependent system.

Globalization has been spurred by the evolution of technology. New technology has

resulted in the growth of certain jobs and businesses and the decline of others.

Cultural diversity has become increasingly important to businesses. The blending of people with different skills and perspectives in the workplace can help businesses understand and react to an increasingly diverse population.

Step 4 Connect with Your Community

Interview an adult family member about how the business world has changed. Find out what the workplace was like when he or she first entered the workforce.

Step 5 Research Business Trends

Use library and Internet resources to research business trends. Use the Preview Project checklist as a guide to your research. Keep records of your sources of information.

Step 6 Develop a Report

Use word processing and other software to develop a two-page report that includes all of the information described in this checklist.

Business Trends

- ✓ Describe globalization and the factors that have promoted globalization.
- ✓ Describe the effect of globalization on businesses and the job market.
- ✓ Create a time line showing the technological innovations that have promoted globalization.
- ✓ Describe how technology has changed the global business environment.
- ✓ Explain how technological change has created new businesses and affected existing businesses and jobs.
- ✓ Describe how diversity creates an advantage for businesses.
- ✓ Use information from the U.S. Census Bureau to create a chart that compares the U.S. population today with projections for the population in 2050.

Self Connections

- ✓ Describe the results of your interview with an adult family member.
- ✓ Describe how technology, globalization, and diversity have affected the business and career in which you are interested.
- ✓ Explain what the investigation and its results mean to you.

Step 7 Evaluate Your Report

@ **RUBRIC** Go to the *Introduction to Business* Online Learning Center through glencoe.com for a rubric you can use to evaluate your final report.

