

***3-4: The Classy Business Professor
(50 MARKS)**



You are a classy business professor teaching at an international university. Today in lecture, you will be teaching your students about an important business concept from this unit. In order for your students to better understand the business concept, you will create an infographic/ presentation so that they can grasp the concept. Follow the guidelines below to complete your infographic/ presentation.

Choose one business concept from the following:

- Economic Systems
- Circular Flow Model
- Developed Economies
- Economies in Transition
- Developing Economies
- Business Cycle
- Balance of Trade
- Trade: Exports & Imports

Choose one of the following options:

- 8- 10 slides presentation with audio recording (1-2 minutes) giving a summary of the presentation
- One- page infographic poster with audio recording (1-2 minutes) giving a summary of the content in the poster

Assignment Guidelines:

- Choose and research on one of the business concepts given above.

- Analyze the role/importance/ purpose of the selected concept in the business world.
- Research, download images from internet and use them to create infographic/ presentation.
- Remember you are going to teach students about the significance of the business concept you have selected. Include lots of visuals and minimal texts.
- Add small texts to explain the business concept and its importance.
- Make sure your poster/presentation is creative and appealing for students.
- Organize your ideas in a clear and logical structure.
- Cite your sources. Use the [APA Citation Guide](#).
- **Note:** You are free to use any design software to create your poster.

Submission Requirements [Choose either one of the options]:

- Upload your infographic poster as a PPT or PDF file and audio files as compressed files. ***Make sure your file size does not exceed 100 MB.**
- OR
- Upload your presentation and audio files as compressed files. ***Make sure your file size does not exceed 100 MB.**

Success Criteria:

You will be assessed on the success criteria that is listed here:

- I presented an in-depth research which fully and accurately explains the business concepts with sufficient data, facts, and information.
- I created the poster/presentation using a balance of appropriate graphics, images, and text to help the audience understand the business concept.
- I have incorporated a poster design/ presentation that is clear and easy to understand.
- I included a complete list of all the sources used in this assignment.
- I communicated the answers clearly.
- I applied my learning from the course.