

## **Business Leadership Summative: Portfolio**

### **Assignment Overview:**

You are to create a portfolio, which will provide the reader with an overview of the topics covered in this course. The portfolio will consist of 5 sections:

- Articles, Interview of a Business Professional, Cartoons, Movie References, Personality Flyer

### **Format:**

Your portfolio must include:

- Title Page (Assignment Title, Name, Date, Course, Instructor)
- Table of Contents (i.e. your pages must be numbered)
- 12 point font, proper headings/sections
- Include a copy of the **marking scheme** in your portfolio
- The final product should be put together in a duo-tang, folder, scrapbook, portfolio or another format of your choice

### **Contents:**

The five sections of the portfolio are described in detail below:

#### **1. Articles (2 Total)**

Find **TWO** articles that have a connection to course material:

- Each article should cover a different/separate topic
- 1 paragraph summary of the article (answer who, what, when, where, why)
- 2 paragraphs to link to course concepts - Explain how the article addresses different course concepts as well as to the business world.
- Format:
  - Article Title, Date of Publication & Source
  - Summary: One paragraph
  - Course concepts: Two paragraphs – examples, connections to real world, and theory explanation. E.g. Motivation: This article explains that motivation is the result of ...
- Include a hard copy of the article
- The articles must have been published between **Feb 2016 and Jan 2018**

#### **2. Interview of Business Professional**

You are to interview to ask an individual working in business. Come up with FIVE insightful and interesting questions:

- These questions should be more interesting than: “what do you like about your job?”
- You may want to consider asking simpler questions as a warm-up before the actual interview
- These questions should help you to understand what they do and how it relates to our course. For this section you will be evaluated on the quality of your questions.
- When you interview the individual (preferably in person but phone interview is acceptable) you should take notes on their answers and type on a separate page the responses.
- **Format**:
  - List the name of the person, their job title, contact information and who they work for & the date you interviewed them
  - List your questions and include their responses. Summarizing their response is acceptable

- 1/2 page analysis of their responses and the implications to business and today's workplace as well as any connections to course content.

### 3. **Cartoons** (2 total - printed or clipped)

- Your portfolio must include TWO cartoons that can in some way relate to course topics.

Examples can be found in business magazines and websites as well as in newspapers.

- Include hard copies (printed or clipped) of both cartoons.
- Write 1-3 sentences EACH linking the cartoon to a topic covered in this course and explain the message in the cartoon.

### 4. **Movie Reference** (1)

Watch a movie or documentary that has links to course content. Some examples include The Inside Job, Enron, Wal-Mart, Boiler Room, Wall Street, Office Space and many others. Consider thinking outside the box and using movies that are not outright "business movies" i.e. the movie "Up" helps to explain needs and motivation theories. Include the following:

- 1 paragraph summary of movie plotline
- 1-2 paragraphs to explain how various (3+) BOH course concepts are exemplified in the movie

### 5. **Personality Flyer**

Create a 1-2 page flyer about you and your personality!

- **Content:**

- Your personality type e.g. ESTJ. Include the personality characteristics of being this type (the ones that are applicable to you)
- What you can offer an organization as an employee
- What types of working environments would best suit your personality (culture- can include anything from physical layout and style of dress, to cultural dimensions such as individualist vs. collectivist, to empowerment, etc)
- List at least 5 jobs that would be suited to your personality and very briefly indicate WHY
- Your "Personality Dimensions" colour and some information on what the means for you as a manager.
- Personal Skills Inventory: create a list of special skills/knowledge that are/is particular to you. May include general and specific skills e.g. organizational skills, communication skills, and proficient computer programmer: Java, First Aid training, ability to communicate in multiple languages, skilled at using Excel, ETC.
- Intended future career path: create a career path from your graduation from high school to your preferred future career
- Career Idol: describe an individual whose career you greatly admire. Be sure to include their career accomplishments
- Should include graphics of your choice

**List of Course Concepts (not exhaustive)**

- Intellectual capital
- Diversity
- Technology
- Globalization
- Ethics
- Changing nature of organizations
- Managers
- Leaders/leadership
- Power
- Communication
- Conflict
- CSR
- International Business
- Quality
- Culture
- Classical Approaches to management
- Behavioural approaches
- Motivation & rewards
- Reinforcement
- Compensation
- Performance evaluation
- Job satisfaction
- Employee empowerment
- Stress
- Teams
- Groups
- Organizational change
- Planning
- Control
- Organizational structures
- Organizational design
- Strategy
- Modern approaches

**DUE: Will Post on Website**



**Part 2: Interview with a Business Professional**Questions:

1      2      3      4      5      6      7      8      9      10                      /10 (C)

- Questions are insightful and interesting
- Creation of questions shows and understanding of course material and of working in the Business field

Analysis:

1      2      3      4      5      6      7      8      9      10                      /10 (T)

- Results are recorded
- Analysis for implications for businesses shows insight and in-depth understanding

**Part 3: Cartoons**Cartoon #1:

1      2      3      4      5    /5 (T)

Cartoon #2:

1      2      3      4      5    /5 (T)

- Cartoons represent different BOH Topics
- Accurate identification of course concepts and artist's intended message

**Part 4: Movie Reference**

1      2      3      4      5      6      7      8      9      10                      /10 (C)

- Accurately identifies BOH concepts exemplified in movie
- 3+ concepts
- Accurate analysis of intended message (as it relates to course concepts)

**Part 5: Personality Flyer**

1      3      5      7      9      11      13      15                      /15 (A)

- Contains all required information (9 sections)
- Sufficient detail
- Visually appealing

**C:** \_\_\_\_\_/25   **K:** \_\_\_\_\_/20   **T:** \_\_\_\_\_/40   **A:** \_\_\_\_\_/15

**TOTAL:** \_\_\_\_\_/100