

Internet Activity Presentation Planner

Introduction to Business Chapter 4 Business Ethics and Social Responsibility

In Chapter 4, you learned that, “One of the biggest social issues facing businesses today is environmental responsibility.” There are many ways businesses can act in an environmentally responsible manner. To enforce rules that protect the environment and reduce pollution, the U.S. government created the Environmental Protection Agency (EPA). Produce and present a 10-minute talk about the EPA. Discuss some of the regulations imposed by the EPA to ensure businesses act responsibly.

Action Steps for Planning a Presentation

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

Think about these fascinating facts and what they might have to do with issues related to your topic.

[begin bulleted list]

- The EPA was created in 1970.
- In 1979, the United States produced 347 billion pounds of chemicals classified as hazardous.
- In 1980, agricultural losses due to chemical contamination were estimated at \$283 million.
- The United States produced 247 million tons of nonhazardous waste in 1990.
- In 2001, the United States produced 409 million tons of nonhazardous waste.

[end bulleted list]

Questions to Ponder

Think about these questions and what they might have to do with issues related to your topic.

[begin bulleted list]

- Who heads the EPA?
- How many different departments are in the EPA?
- How does the EPA enforce its regulations?
- What constitutes nonhazardous waste?

- How does the EPA reduce pollution?
[end bulleted list]

Key Search Words

Use these key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

Superfund, asbestos, social responsibility, Atomic Energy Act

Web Sites

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a topic that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

Business and the Environment > EPA > _____

Title: _____

Description: _____

Approval: _____ Date: _____

(Teacher's Signature)

3. Conduct Research

Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

Books

4. Write an Outline

Main Ideas and Details

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.

I. Introduction

A. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips

Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.

Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

