



Speaking

Right or Wrong? Debating Business Choices (pg. 125)

Activities

4. Prepare and present: Decide on the best option using the table you have drawn, then write 3-4 sentences explaining your choice including one advantage and one disadvantage. Present your decision to the class in 2-3 minutes as if speaking to your "bosses". Finally, the class votes on whether each decision was ethical or not!

Rubric:

Criteria	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Needs Improvement (1 point)
Clarity of Explanation	Clearly explains the decision with well-organised ideas and examples.	Explains the decision with minor gaps in organisation or detail.	Somewhat explains the decision but lacks clarity or detail.	Explanation is unclear or disorganised.
Use of Advantages/Disadvantages	Includes relevant and well-chosen advantages and disadvantages.	Includes advantages and disadvantages, but relevance may vary.	Mentions some advantages or disadvantages with limited relevance.	Fails to include clear advantages or disadvantages.
Team Collaboration	All members contribute and present smoothly as a team.	Most members contribute, but teamwork is not seamless.	Some members contribute while others are passive.	Limited teamwork or only one member presents.
Presentation Skills	Excellent eye contact,	Good eye contact,	Limited eye contact or	Poor eye contact,



Answer Key

	clear voice, and confident delivery.	clear voice, but minor hesitations.	unclear voice at times.	unclear delivery, or lack of confidence.
Audience Engagement	Actively engages the audience with examples or questions.	Some audience engagement through examples or tone.	Limited engagement or examples provided.	Does not engage the audience.

Scoring guide:

Excellent: 18–20 points

Good: 14–17 points

Satisfactory: 10–13 points

Needs Improvement: Below 10 points.

Cultural Insights

Business Etiquette in Different Cultures (pg. 128)

Activities

Sample answer (all activities):

Title: "Doing Business in Japan: Respect, Precision, and Harmony"

Introduction: Understanding business etiquette is very important for building successful professional relationships. In Japan, respecting the culture and traditions helps you make a great impression. Knowing the right way to greet, dress, and behave in meetings shows you are serious about doing business there. In this guide, we share some key aspects of Japanese business etiquette.

1) Greetings – Bowing and Respect



Answer Key

Description: In Japan, bowing is a sign of respect, and it is more common than handshakes. When meeting someone for the first time, bow with a slight bend at the waist. A firm handshake may still occur, especially in business settings, but bowing is considered the most important gesture of respect.

Tip: Don't hug or kiss during greetings – it's not common in Japan. A polite and small bow is perfect!

(Visual: Image of a person bowing with a simple "Konnichiwa" greeting).

2) Punctuality – Be On Time!

Description: In Japan, punctuality is critical. Arriving on time for meetings shows respect for the person you are meeting. Being late is considered impolite and unprofessional, so make sure you always arrive early.

Tip: It's better to arrive 5-10 minutes early than to risk being late.

(Visual: A clock with a "Be On Time" reminder).

3) Dress Code – Professional and Neat

Description: Japanese business dress code is formal and conservative. Men typically wear dark suits and ties, while women wear professional business dresses or suits. The colors should be subdued, such as black, navy, or grey.

Tip: Avoid bright colors and make sure your outfit is clean and pressed.

(Visual: Illustration of a man in a dark suit, and a woman in a suit with conservative accessories).

4) Communication – Politeness and Indirectness

Description: Communication in Japan is often indirect. People may not always say "no" directly, but instead, use more polite phrases like "That may be difficult." It is important to be humble and avoid interrupting others during conversations.

Tip: Use respectful language and be patient in conversations. Don't push for a direct answer right away.

(Visual: Two people sitting, one speaking with a calm expression, the other listening attentively).

Rubric:



Answer Key

Criteria	4 - Excellent	3 - Good	2 - Satisfactory	1 - Needs Improvement
Research & Accuracy	Comprehensive research; all information is accurate and well-supported with reliable sources.	Good research; most information is accurate with few minor issues.	Sufficient research; some inaccuracies or missing details.	Lacks thorough research; many inaccuracies or missing information.
Content & Relevance	Clear, relevant, and detailed explanations for each point; strongly focused on the etiquette in the chosen country.	Clear explanations with relevant information; most points are well-covered.	Explanations are basic and may lack some details or relevance.	Limited or unclear explanation, many missing or incorrect details.
Design & Creativity	Visually appealing guide with creative and fitting visuals/icons; guide is easy to follow and interesting.	Attractive and creative guide with relevant visuals; easy to follow.	Basic design with few visuals or simple design; some parts may be unclear.	Design lacks creativity or is difficult to follow; few or no visuals.
Group Collaboration	Excellent teamwork with equal participation from all members; effective group collaboration and discussion.	Good collaboration with all members contributing; some uneven participation.	Some collaboration, but one or two members did more of the work.	Little to no collaboration; work mainly completed by one person.
Presentation & Clarity	Clear, engaging presentation with strong speaking skills; each group member speaks and explains their point confidently.	Clear presentation with good speaking skills; most members present well.	Presentation is understandable, but lacking in fluency or confidence.	Presentation is unclear or disorganized; limited or no contribution from group members.
Key Points and Details	Includes at least 3 well-developed, key	Includes 3 key points with good	Includes 2 key points that are somewhat	Fewer than 2 key points or



Answer Key

	points with examples and tips that are helpful to the reader.	descriptions, but some points could be more developed.	unclear or lack enough detail.	they are unclear or irrelevant.
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Scoring Guide:

- 16-20 points: Excellent work, demonstrates deep understanding and engagement.
- 11-15 points: Good work, meets the task requirements but lacks full engagement or depth.
- 6-10 points: Satisfactory, some parts need improvement or further detail.
- 1-5 points: Needs improvement, significant effort required to meet the requirements.

Writing 2

Instructional Writing – Improving and Expanding Clear Guidelines (pg. 129)

Activities

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Clarity and Detail	Instructions are exceptionally clear, easy to follow, and include all necessary details with no ambiguity.	Instructions are clear and include most necessary details, with minimal ambiguity.	Instructions are somewhat clear but missing important details or are partially ambiguous.	Instructions are unclear, lack details, and are confusing or hard to follow.
Structure and Organisation	Instructions are logically organised, with each step following	Instructions are well-organised, though a few steps could	Instructions are organised but lack logical progression in some areas,	Instructions are poorly organised, with a confusing sequence or no



Answer Key

	naturally from the previous one, using appropriate connectors.	have a better flow.	making steps harder to follow.	logical flow between steps.
Use of Framework	All framework prompts are followed thoroughly, with extra elements added for further clarity or detail.	Most framework prompts are used correctly, with minor omissions or less elaboration.	Framework prompts are partially used, with significant omissions or incorrect use of the structure.	Framework prompts are not followed or are incomplete, making the guidelines difficult to use.
Use of Language and Vocabulary	Uses workplace-appropriate vocabulary, including task-specific terms, and a variety of sentence structures accurately.	Uses appropriate vocabulary and sentence structures with some repetition or minor errors.	Uses simple vocabulary and repetitive sentence structures, with noticeable errors affecting understanding.	Uses incorrect vocabulary, minimal task-specific terms, and sentence structures that are hard to understand.
Creativity and Practicality	Instructions include creative and practical tips, making them useful and applicable for the workplace scenario.	Instructions include practical tips, though creativity or specificity may be limited.	Instructions are somewhat practical, but the lack of tips or examples makes them less useful.	Instructions are impractical, missing useful tips or details that align with the task requirements.

Scoring guide:

- Excellent: 16-20 points
- Good: 12-15 points
- Satisfactory: 8-11 points
- Needs Improvement: 1-7 points

Professional Challenge

Sample answer:



Answer Key

Step-by-step instructions to fix a printer that is not printing:

1. Check if the printer is on – Press the power button if it's off.
2. Make sure the printer is connected to your computer or network. If it's wireless, check Wi-Fi settings.
3. Ensure there is enough paper in the paper tray. If not, add more paper.
4. Check ink or toner levels. If low, replace the ink or toner cartridge.
5. Make sure the printer is not paused. Open the printer's settings on your computer, and unpause the print job.
6. Restart the printer if the above steps don't work. Turn it off for 10 seconds, then turn it back on.
7. If it still doesn't work, contact IT support for assistance or check the printer manual for troubleshooting tips.

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Clarity of Instructions	Instructions are clear, concise, and easy to follow. Step-by-step order is logical and well-organised.	Instructions are mostly clear, but some steps are unclear or harder to follow.	Instructions are somewhat clear but lack structure or clarity in some steps.	Instructions are unclear or incomplete, making it difficult to follow the steps.
Completeness	Includes all necessary steps (6-8) with no missing details. All potential problems are addressed.	Includes most necessary steps but might miss some details or common issues.	Includes basic steps but omits important details or common problems.	Key steps are missing or unclear, making the guide incomplete.
Language Use and Action Verbs	Excellent use of action verbs (e.g., check, restart, replace) and clear language appropriate for the audience.	Good use of action verbs and language, but some terms or instructions are slightly vague.	Action verbs are used, but language is occasionally unclear or difficult to follow.	The language used is not clear, and action verbs are not used consistently, making the guide hard to understand.
Incorporation of Feedback	Feedback from another pair is effectively	Some feedback from another pair is included	Feedback was partially considered but	Feedback is not considered or effectively



Answer Key

	incorporated to improve clarity, detail, and ease of use.	but could be better integrated or explained.	not fully integrated into the final guide.	incorporated into the guide.
Presentation and Format	The guide is well-organised, visually clear, and neatly formatted, with easy-to-read steps.	The guide is generally organised but could benefit from better formatting or clearer sections.	The guide lacks organisation, and it may be difficult to follow the steps.	The guide is poorly organised or formatted, making it difficult to understand.

Scoring Guide:

- Excellent (16-20 points): Outstanding excellent work.
- Good (11-15 points): Solid work with room for improvement.
- Satisfactory (6-10 points): Adequate.
- Needs Improvement (1-5 points): Significant improvements needed.

Professional Challenge

Business Ethics: Building Trust and Fair Practices (SDG 16 - Peace, Justice and Strong Institutions) (pg.131)

Rubric for evaluation:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Understanding of Ethical Practices	Demonstrates a deep understanding of business ethics with clear and well-supported examples in the solutions.	Shows a good understanding of ethical practices with solid examples	Demonstrates a basic understanding of ethics, with limited or	Struggles to understand key ethical concepts or uses unclear or



Answer Key

		but lacking some depth.	vague examples.	incorrect examples.
Creativity in Solutions	Provides original, creative, and thoughtful solutions for each task with clear and actionable ideas.	Provides relevant and workable solutions with some creativity.	Solutions are somewhat relevant but lack creativity or depth.	Solutions are simplistic or inappropriate for the challenge.
Use of Technology	Uses technology (e.g., Quizlet, digital presentation) effectively and creatively to present findings in a unique way.	Uses technology competently with some creativity in the presentation.	Uses technology adequately but lacks innovation or clarity.	Limited or improper use of technology that does not enhance the challenge outcomes.
Teamwork and Collaboration	Works exceptionally well with team members, sharing ideas and contributing equally.	Collaborates effectively with team members but may have minor communication issues.	Demonstrates basic teamwork but struggles with sharing ideas or equal contribution.	Faces significant challenges in working with others, with minimal contribution.
Presentation and Clarity	Clear, engaging, and well-structured presentation that captures the audience's attention and explains all points.	Good presentation, clear with minor issues in structure or delivery.	Presentation is somewhat unclear or lacks engagement but includes the necessary information.	Presentation lacks clarity or structure, making it hard to understand.
Application of Business Ethics	Ethical practices are applied in a highly relevant, accurate, and practical way, reflecting real-world scenarios.	Ethical practices are applied well with some relevant examples but may lack some detail or depth.	Ethical practices are included, but examples or application lack clarity or relevance.	Ethical practices are not applied correctly or are poorly understood.