

Strand: **Our Economy**

Globalisation and Our Economy

Learning outcomes in focus

Students should be able to:

Our Economy 3.7 Debate the implications of globalisation of trade, including the benefits and challenges of international trade

Learning intentions*

We are learning to:

- understand and describe the activities of a particular global company
- understand and appreciate why a global company locates in Ireland and the benefits of it locating here
- be able to present information to attract and communicate to an audience

This task was completed after seven classes (40 minute periods) which covered the theory of globalisation and TNCs. This task was partly completed at home as home work. Students spent one class period (40 minutes) assembling their work into posters to display on the classroom wall. Students were required to use a computer and textbook to research their information. They could complete the task using a computer but this was not a requirement for success as not all students have access to a computer. This was an individual task.

Teaching and learning context

Students will be introduced to the concept of what Globalisation is and what effects it has on Ireland. The term 'Transnational Company' will also be covered by the students in great detail. The students will be able to apply theory to a real company so they can demonstrate they can understand it in a real-world scenario. Students will learn the importance of TNCs to the Irish economy

and what the benefits the company and the country can gain from globalisation and TNCs.

The students will be:

- Introduced to the concept of a "Globalisation" and its definition
- Introduced to Interdependence and its importance for them and the country
- Identify a number of TNC's that are located in Ireland
- Recognise a number of products and services offered by TNC's located in Ireland
- Evaluate the benefits for Ireland of TNC's and globalisation
- Evaluate the benefits for a TNC of locating in Ireland

Task

Create a poster which profiles a Transnational Company (TNC) based in Ireland.

Success Criteria**

SC1: Create an attractive poster for our target audience

SC2: Demonstrate an understanding of the terms 'globalisation' and 'interdependence'

SC3: Describe the activities of a TNC of their choice

SC4: Investigate the benefits to the company and the Irish economy of a TNC locating in Ireland

SC5: Use the language of business in a simple and clear way for the target audience

* What the student should know, understand and be able to do at the end of the lesson or series of lessons

** Summary of the key steps the student needs to fulfil in order to achieve in the task

Globalisation and Interdependence

- Globalisation is the idea that the world is shrinking, and also the process in business and organisations working internationally. Because of globalisation, it is easier to contact people in other countries and travel easier. Apple is showing globalisation because they have shops and factories and headquarters in other countries and this has increased apple's profits. Apple also shows globalisation by having devices distribution agreement, meaning if you went into Three to buy a phone it could be apple.
- Interdependence means that as companies get more international, they depend on other countries to help them, like Ireland depends on other countries for food that doesn't grow in Ireland. Apple is an example of interdependence because they have a lot of buildings and shops all around the world.

Apple in Ireland

Locations of Apple Shops

- There are 474 Apple retail shops in the world, available in 19 countries and five continents: North America, Europe, Asia, Australia and South America. These statistics were recorded in March of this year. The Apple website is available in thirty nine countries, although a lot of shops that sell electronics of different brands will provide Apple products aswell.
- There are no Apple stores located in the Republic of Ireland, although there is an Apple shop in Belfast, Northern Ireland.

How Apple interacts with their locality

- Apple is very nice to the locals in Ireland because they employ thousands of people and also check with the locals before starting a construction to see if they don't mind or have any issues, like with the new data centre they made sure the buildings would not be in the way of a near golf course. Apple have also made walking trails for workers and locals in the grounds of apple.

Operations in Ireland

- The apple European Headquarters are located in Ireland! The buildings are in Hollyhill in County Cork, and have been located in Ireland for the past 37 years. The headquarters were firstly in Hollyhill in Cork in 1980. The Headquarters employ 5,500 workers and are looking to employ a further 1,000. There are two large buildings, connected with a bridge and there are several other buildings. 200 people will be employed to build a new office block which will be four storeys high, and also a large car park that will be able to hold 725 car spaces. The 1000 workers will be hired in time, not all at once, but they will all be hired by the end of spring 2017.

Apple products

Apple have produced a wide range of consumer goods and services which are very modern and expensive. A lot of the newer devices with screens include retina display, an invention by Steve Jobs who was a co-founder of apple. Retina display makes the images on the screen more crisp and clear, by putting 300 pixels per inch instead of 150 so that you can see a better picture rather than a fuzzy one. Other apple devices consist of:

How apple looks out for the environment

- Apple takes care of the environment by doing numerous things. They have invented a particular robot that can recycle old devices, they are frequently using solar panels and encouraging their workers to use electric cars, they use better materials which then also means the devices are safer and they take care of rainforests.

How has Apple benefited from being based in Ireland?

- Apple have benefited a lot from having Ireland as a base for the European Union, because Ireland has the lowest tax rate for businesses in the European Union, and that is 12.5%, that is small compared to the EU average, 30.4%. Apple also benefit from having Ireland as a base because Ireland is the only country in the EU that has English as its main language, and apple is an American company that originally speaks English.

Apple also produces handy services for consumers, such as:

- Mac OS
- iOS
- iLife
- iWork
- LogicPro X
- FinalCutPro X
- Swift playgroups
- Quicktime
- Keynote
- Numbers
- Pages

Apple owes Ireland €13 billion

- Apple owes the Irish government €13 billion in back taxes, but the Irish government are not going to take and accept the money from apple in case Apple leaves Ireland for a different country and leave 6,000 people without a job. When Ireland looked in to investigate the amount of tax Apple had been paying the government were astonished of the numbers they saw.

How Ireland has benefited from apple being based in Ireland

- Ireland benefit from having Apple being based in Ireland by getting more money for the government, more employment and income for citizens and also good advertising for Ireland.

Apple watch

- Apple watch
- Apple watch - air - mini - pro - 2,3,4
- Apple watch - iPhone 3GS - iPhone 3GS - iPhone 4 - iPhone 4S - iPhone 5 - iPhone 5C - iPhone 5S - iPhone 6 - iPhone 6plus - iPhone 7 - iPhone 7plus - iPhone 7C
- Apple watch - Mac - macpro - macbook - macbook air - macbook pro - imac
- Apple watch - ipod - ipod touch - ipod shuffle - ipod nano

Back to the future



Intro


- The company Apple was established on the 1st of April 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne. In that year Steve Jobs and Steve Wozniak invented a computer called the Apple I, but the company that Wozniak was working for demanded that he wasn't allowed to sell anything from Apple unless the company, Hewlett-Packard did not want use of the product. Thankfully, Hewlett-Packard had no interest in Jobs and Wozniak's computer. In 1977, they invented another computer called Apple II, which was much more successful than their first computer.











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- Apple designs and sells and makes electronic devices and software.
- Their company is sold worldwide, with a website, and Apple is the most popular phone brand for consumers.

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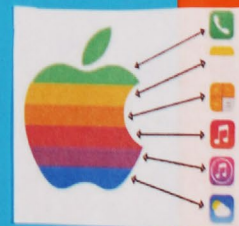
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- Apple is planning on building a data centre in County Galway, which will cost Apple €850 million. Apple has approved permission to do so for the data centre. Apple wants to have ready by next year, and the objective because a lot of the locals are looking for a data centre will be quite remote, with it being located on the edge of the forest. The forest is called Derrybeg and is beside a golf course.

- A lot of the Hollyhill headquarters for Apple is powered by renewable energy. Apple wants to make their carbon footprint smaller. They have several electric car chargers available for workers to use electric cars and walk, cycle or take public transport.



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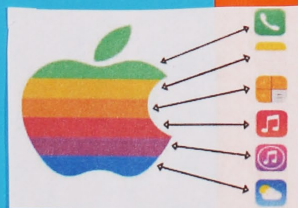
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Ireland by employment ; for Ireland.



- Airport Extreme, Airport express
- Apple TV

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- Apple watch
- Ipad - mini
-air
-pro
-2,3,4
- Iphone - iphone 3G
- iphone 3GS
- iphone 4
- iphone 4S
- iphone 5
- iphone 5C
- iphone 5S
- iphone 6
- iphone 6plus
-iphone 7
- iphone 7plus
- iphone7C
- Mac -macmini
-macpro
-macbook
-macbook air
-macbook pro
- imac
- Ipod -ipod touch
-ipod shuffle
-ipod nano

powered by solar
print much
s and encourage
take the bus.



- Airport Extreme, Airport express, Airport time capsule
- Apple TV


Teacher annotations using the success criteria

The annotations capture observations by the teacher, using the success criteria, with a view to establishing the level of achievement this work reflects. The annotations and judgments were confirmed by a Quality Assurance group, consisting of practising teachers and representatives of the Inspectorate, the State Exams Commission and the Junior Cycle for Teachers support service.

The student fulfilled all success criteria as they:

This student fulfilled most of the success criteria to a high standard.

This student could improve further by including better and bigger images and by highlighting headings so they are more visible. This would make it more attractive and clear to the target audience. The student must ensure all information is relevant. The student could have laid the poster out better so that there is a logical flow to it.

Overall judgement:  Above Expectations