

My Target: \_\_\_\_ / or \_\_\_\_\_\_ %

🖒 🖓 (Circle when your task is handed back)

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year 9 HASS, Economics

**Total:**

**/85**

Task 5: Apple Inc. Case Study (7%)

Students will investigate and will use the inquiry process to collect information on where Apple’s products are manufactured, and why and how participants in the global economy are dependent on each other.

Summary of task:

Former American President, Barack Obama, is said to have once asked the late Steve Jobs - founder of Apple Inc. - why iPhones could not be made in the United States. Jobs replied that iPhones would never be produced in Apples home country.

Your task is to further your understanding of transnational corporations and explore why the president may want iPhones to be produced in the United States of America, and why Jobs would not. You need to complete the inquiry booklet during your investigation.

You will use research skills to find information that addresses the following economic areas:

1. Supply Chains
2. Specialisation and Trade
3. Transnational Corporations
4. Market Allocation

Your notes must provide examples and supporting evidence throughout your responses.



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| **KWL Chart** | | |
| What do you **KNOW** about the topic? | What do you **WANT** to know about the topic? | What have you **LEARNT** about the topic? |
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**6 Marks**

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| **1.** | Define ‘transnational corporation’ and provide one example (other than Apple Inc.) | **2 marks** |

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| **2.** | Define ‘supply chain’ and explain how this applies to transnational corporations. | **3 marks** |

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| **3.** | Describe what is meant by the key economic concept of *specialisation and trade* and the potential benefits of specialisation. | **4 marks** |
| **Definition:** | | |
| **Benefits:** | | |
|  | | |
| **Examples:** | | |
| **4.** | Part of the supply chain for Apple products would be its manufacturing and assembly of the product.  Outline the main countries where the iPhone is manufactured and assembled. | **3 marks** | |

*Manufacturing*

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*Assembly*

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| **5.** | What are the potential benefits to Apple of not manufacturing and assembling its iPhone in the US? Provide evidence to support your response (e.g. examples, data, statistics) | **9 marks** | |
| Benefit 1: | | | |
| Example: | | | |
| Evidence: | | | |
| Benefit 2: | | | |
| Example: | | | |
| Evidence: | | | |
| Benefit 3: | | | |
| Example: | | | |
| Evidence: | | | |
| **6.** | What are the potential benefits to the consumers of iPhones if the manufacturing and assembling process is not carried out in the US? Justify your response. | | **6 marks** |
| Benefit 1: | | | |
| Example: | | | |
| Evidence: | | | |
| Benefit 2: | | | |
| Example: | | | |
| Evidence: | | | |

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| **7.** | Apple has become a market leader and maintained an advantage over many of its competitors in recent years despite heavy competition. Explain how it is that Apple has managed to do this. | **12 marks** |

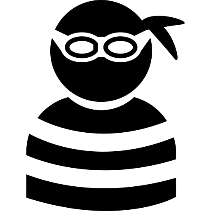
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| --- | --- | --- |
| **8.** | Name one Transnational Company (Other than Apple Inc.)  **TNC: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Compare and contrast this Transnational Company to Apple.  *Your answer needs to include information on the history and founders of the company, the types of industries and range of products, and the countries the two companies have expanded in to.* | **24 marks** |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Bibliography (6 marks)**

*Bibliography – a list of all the source you have referred to throughout your inquiry.*

You need to create a correctly formatted bibliography for any inquiry that you do. Record all the details of every source you access in your bibliography.

The rule is – **if you SIGHT it – CITE it!**

*Plagiarism – the practice of taking someone else’s work or ideas and passing them off as one’s own***.**

Narrogin Senior High School has a ZERO TOLERANCE POLICY regarding plagiarism.

**citethisforme.com is a usual website for compiling references.**

**Books**

**Example**: Stephens, David. 2017. *The Honest History Book*. Sydney, NSW: New South Publishing.

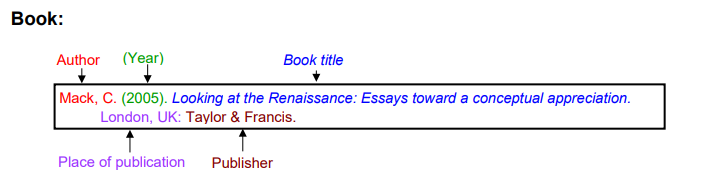
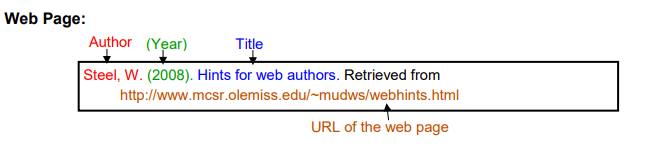
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Author’s Surname | Author’s First name | (Year Published) | *Book Title (in Italics)* | Place of Publication: Book Publisher. |
| , | . | . | . | . |

**Websites**

**Example:** Smith, Peter. 2001. *Coral.* <http://www.greatbarrierreef.gov.au> Accessed: 20th February 2019.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Author’s Surname | Author’s First name | (Year Published) | *Website Title (In Italics)* | Website URL | Date you used the website. |
| , | . | . | . | . | Accessed: |

Once you have created your reference, all references are organised on a new page in ALPHABETICAL order by the author’s surname.

**Reflection**   **(6 marks)**

Please respond to the following four questions (*be specific)*:

I learnt …

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I was surprised …

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I wonder …

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**Year 9- Economics- Transnational Corporations: Apple Case Study (Inquiry Task)**

**DETAILED MARKING GUIDE/RUBRIC**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Content and Knowledge 🡫 &**  **Marks Allocation 🡪** |  | | |  |  |  |  | **Subtotal** |
|  | **2** | | | **1** | **0** |  |  |  |
| **Definition:**  **Transnational Corporation** | Correctly defines TNC with reference to one or more examples. | | | Correctly Defines TNC with a limited or no example | Incorrect Definition. |  |  |  |
|  | **3** | | | **2** | **1** | **0** |  |  |
| **Definition**  **Supply Chain** | Correctly defines supply chain, linking it to a TNC with reference to one example. | | | Correctly defines supply chain and links it to a TNC, but no example provided. | Correctly defines supply chain, but does not link it to a TNC and does not provide an example. | Incorrect definition. |  |  |
|  | **4** | | | **3** | **2** | **1** | **0** |  |
| **Definition**  **Specialisation and Trade** | Correctly defines specialisation and trade, with reference to one or more benefits and one example of specialisation | | | Provides a correct definition of specialisation and trade, with reference to one or more benefits, but does not provide an example of specialisation. | Provides a correct definition of specialisation and trade and correctly identifies one benefit of specialisation. Does not provide an example. | Correctly defines specialisation and trade, but does not provide any benefits or an example. | Incorrect definition |  |
|  | **3** | | | **2** | **1** | **0** |  |  |
| **Outline**  **Countries of manufacture and assembly** | Outlines the majority of countries, with a distinction between the countries listed for manufacture and assembly.  (3 each) | | | Identifies some of the countries for manufacture and assembly. Some similarity between those for manufacture and those for assembly. | Provides a limited outline of the countries for manufacture and assembly. A lot of similarity between the countries for manufacture and assembly. | Incorrect. |  |  |
|  | **9-8** | | | **7-6** | **4-5** | **3-2** | **0-1** |  |
| **Notetaking**  **Benefits to apple of manufacturing outside of US.** | Identifies 3 correct benefits and detailed examples and evidence for each benefit.  Or identifies 3 correct benefits, and supplies a detailed example and evidence for two of the three. | | | Identifies three correct benefits but has a limited explanation for all three of the examples and evidence.  Or identifies 3 correct benefits, but provides a detailed example and no evidence. | Identifies two correct benefits, with either detailed or limited examples and evidence each. | Identifies one benefit with either detailed or limited examples and evidence for each. | Only identifies the benefits correctly, with no explanation or evidence. Or incorrect answer. |  |
|  | 5-6 | | | 3-4 | 2-1 | 0 |  |  |
| **Notetaking**  **Benefits to consumer of producing outside of the US** | Identifies 2 correct benefits and provides detailed examples and evidence for each benefit.  Or identifies 2 correct benefits, and supplies one detailed and one limited example and evidence. | | | Identifies two correct benefits but has a limited explanation for all three of the examples and evidence.  Or identifies two correct benefits, but provides a detailed example and no evidence. | Identifies two correct benefits, with either limited examples and evidence for both. Or supplies one or more correct benefits with no or an incorrect example and evidence. | Incorrect |  |  |
|  | **10-12** | | | **7-9** | **4-6** | **3-5** | **0-2** |  |
| **Notetaking:**  **Market advantage of Apple.** | Identifies three advantages, describes in detail why each is an advantage and provides evidence as well as analyses why this gives apple an advantage.  Or provides a detailed analysis, and evidenced explanation for two of the three.  Or provides three advantages, but only describes the explanation, evidence and analysis in detail for one advantage, | | | Provides three correct advantages, as well as an explanation, evidence for all, but only correctly applies how this gives apple an advantage for two of the three benefits.  Or Provides three correct advantages, as well as an explanation, evidence for all, but only correctly applies how this gives apple an advantage for one of the three benefits.  Or provides three correct advantages and explains these, but does not supply a correct analysis of apples advantage and only provides evidence for two advantages identified. | Provides three correct advantages and explains these, but does not supply a correct analysis of apples advantage and only provides evidence for one advantage identified.  Or provides an accurate and detailed description for all three of the correctly identified advantages.  Or provides an accurate and detailed description for all two of the three correctly identified advantages. | Provides an accurate and detailed description for one of the three correctly identified advantages.  Or Provides a limited description for the three correctly identified advantages.  Or Provides a limited description for two of the three correctly identified advantages. | Or Provides a limited description for two of the three correctly identified advantages  .  Or correctly identifies two or more correct advantages.  Or no correct advantages identified. |  |
| **Question 8: Compare and Contrast Apple to another Transnational Company** | | | | | | | | |
|  | **4** | | | **3** | **2** | **1** | **0** |  |
| **Section 1:**  **Basic Info** | Correctly identifies the country, year, founders and most popular product for their chosen TNC | | | Correctly identifies three components from year, country, founders and most popular product for their chosen TNC. | Correctly identifies two components from year, country, founders and most popular product for their chosen TNC. | Correctly identifies one component from year, country, founders and most popular product for their chosen TNC. | Does not correctly identify an of the basic information on country, year, founders or most popular product. |  |
|  | **4** | | | **3** | **2** | **1** | **0** |  |
| **Section Two:**  **Markets** | Correctly identifies the four components of type of market and range of products for both apple and their chosen TNC. | | | Correctly three of the four components (ie. Missing one for apple of their own TNC). | Correctly identifies two of the four required components (ie. Missing one from each TNC, or not identifying either for apple or their chosen TNC. | Correctly identifies one of the four required components for only one of the TNC’s. | Incorrect |  |
|  | **7-8** | | | **5-6** | **3-4** | **1-2** | **0** |  |
| **Section Three:**  **Expansion** | Detailed explanation on how the two TNC’s have expanded out of their original country (2 marks), what countries they have expanded into and what products/markets they have used for this expansion. (four marks per TNC). | | | Limited explanation on how the two TNC’s have expanded out of their original country (2 marks), what countries they have expanded into and what products/markets they have used for this expansion. (four marks per TNC). | Provides explanation on how the two TNC’s have expanded out of their original country (2 marks), but do not identify what countries they have expanded into or what products/markets they have used for this expansion. (four marks per TNC). | Only provides a limited explanation on how the TNC’s have expanded, but does not identify what countries or what products/markets or vice versa. (four marks per TNC). | Incorrect |  |
|  | **7-8** | | | **5-6** | **3-4** | **1-2** | **0** |  |
| **Section Four:**  **Comparison** | Detailed comparison on the supply chain, ethics, product range and branding/marketing for both TNC’s. (two marks per section; one per TNC). | | | Provides a detailed comparison for most of the four components of supply chain, ethics/fair trade, product range and branding/marketing, but limited for others. (two marks per section; one per TNC). | Provides a mostly limited comparison for most of the four components of supply chain, ethics/fair trade, product range and branding/marketing, that they have identified.  (two marks per section; one per TNC). | Provides only a limited comparison for the few sections most of the four components of supply chain, ethics/fair trade, product range and branding/marketing, but detailed for some. (two marks per section; one per TNC). | Incorrect |  |
|  |  |  |  | | | |  | **/63** |

**Year 9- Economics- Transnational Corporations: Apple Case Study (Inquiry Task)**

**DETAILED MARKING GUIDE/RUBRIC**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Skills 🡫 &**  **Marks Allocation 🡪** | **5-6** | | | **3-4** | **1-2** | **0** |  | **Subtotal** |
| **KWL** | Presents a very detailed and comprehensive chart, through the use of a well-structured KWL Chart. Comprehensive detail is used in each section of the KWL chart, which relates clearly to the task and the key areas. | | | Presents a less detailed KWL chart. Less comprehensive reference to key areas. Some sections are incomplete or the chart is not finished, with sections missing. | Presents a generalised plan and/or limited chart. Limited references are made to key areas. Sections are missed. | No KWL chart submitted. |  |  |
|  | **5-6** | | | **3-4** | **1-2** | **0** |  |  |
| **Reflection** | Completes all parts of the self-reflection using full sentences and uses a detailed example per section. | | | Completes parts of the self-reflection using full sentences and uses some detailed examples. | Does not complete all sections of the self-reflection. | No reflection submitted. |  |  |
|  | **5** | | | **3-4** | **1-2** | **0** | **5** |  |
| **Bibliography** | Collects information and images from a comprehensive number of sources and records a variety of key information which relates to both apple and their chosen TNC, incorporating ethical protocols, which correctly follow the referencing technique approved by the school. | | | Bibliography includes a smaller range of sources which mostly follows the referencing technique approved by the school. | Bibliography includes a limited list of sources which may follow the referencing technique approved by the school, however, does not incorporate all requirements. | No bibliography submitted. |  |  |
|  | **5** | | | **4** | **3** | **2** | **1** |  |
| **Structure** | Frequently misspells common words, consistently makes punctuation errors and identifies very few or no errors in own writing | | | Misspells some common words and familiar difficult words, makes punctuation error which detract from meaning and finds some errors in own work. | Spells most words correctly, misspells some new technical words and edits own work to improve content, structure and vocabulary. | Spells most words correctly, uses most punctuation accurately and edits own work to make content clearer and to improve vocabulary. | Spells difficult words accurately, uses varied punctuation for clarity and precision of meaning and consistently uses editing strategies to demonstrate control over content. |  |
|  |  |  |  | | |  |  | **/22** |

**Overall comment:**

What you did well…

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

The best part was…

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

Even better if…

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**Student reflection – reflect on the feedback from your teacher and set a goal for your next inquiry task below.**

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*