

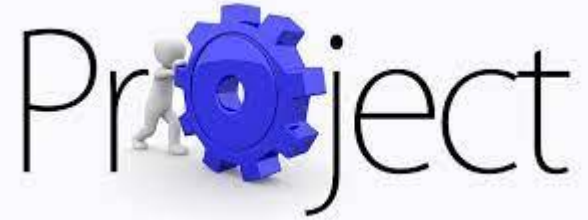


Paper 1 Case Study - Before One PLC (BON)

5. Terms beyond the syllabus - Project **TEACHER'S VERSION**

Based on the case study published by the IBO for May 2023 exams.

Class Activity



TEACHER INSTRUCTIONS & GUIDANCE

Objective:

Students will apply business management concepts to plan a music festival, with a focus on developing an understanding of the additional terms on the BON PLC pre-release statement. Each group will be tasked with overseeing a specific area of the music festival, contributing to the overall organization and success of the event.

Class Activity



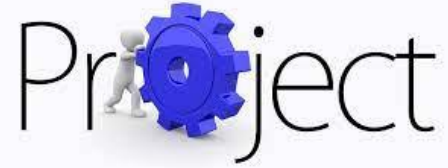
Materials Needed:

- Devices with internet access for each group
- Handouts of task cards for each group

Preparation Before the Lesson:

- Students have access to the presentation with each group's task / Alternatively prepare handouts of task cards with guided questions and specific outcomes for each group
- Arrange the classroom to facilitate group work, ensuring each group has a workspace.

Class Activity



- **Suggested Lesson Timings (Please adjust to school lesson timings):**

Introduction (5 minutes):

- Outline the objectives of the lesson and explain that each group will be responsible for a different aspect of festival planning.
- Each group must pay attention to and use the additional terms from the pre-release statement
- Briefly introduce the concept of planning a virtual music festival, emphasizing the importance of integrating business management principles with sustainability and creativity.

Group Formation and Role Assignment (5 minutes):

- Divide students into groups according to the different teams: Sustainable, PR, Health and Safety, Finance, Human Resource management, and Entertainment Management.
- Distribute the task cards to each group, explaining their specific focus and objectives.

Class Activity



- **Suggested Lesson Timings (Please adjust to school lesson timings):**

Research and Planning Phase (25 minutes):

- Instruct groups to begin their research and planning, using the internet to gather information relevant to their roles.

Presentation Preparation (depending on lesson timings):

- Have each group prepare a brief presentation of their plan, including how they addressed their guided questions and achieved their specific outcomes.
- Remind students to consider how their part contributes to the overall success of the music festival.

Class Activity



- **Suggested Lesson Timings (Please adjust to school lesson timings)**

Group Presentations (7-10 minutes for each group, depending on lesson timing):

- Allow each group to present their findings or plans to the class.
- Encourage the audience to ask questions and offer constructive feedback.

Wrap-Up and Reflection (5 minutes):

- Conclude the lesson by summarizing the key terms from each presentation .
- Ask students to reflect on what they learned about the key terms in relations to BON PLC.

Task Cards for each team - GROUP 1

Group 1 - Sustainable Team

The Sustainable Team is in charge of making the festival environmentally friendly. You'll focus on using bamboo plates and cutlery to reduce waste, finding ways to avoid adding to landfills, and using solar power for energy. The team's role is crucial in setting a green standard for the festival, ensuring that it leaves a minimal environmental footprint.

Key Terms: Bamboo Plates and Cutlery, Landfill Site, Solar Power

Task Cards for each team - GROUP 1

Guided Questions:

- How can we incorporate bamboo plates and cutlery to reduce waste at our festival?
- What strategies can the festival implement to avoid contributing to landfill sites post-concert?
- How can solar power be utilized to meet the energy needs of our festival?

Specific Outcomes:

- A plan for waste management and reduction, emphasizing the use of bamboo products.
- A proposal for integrating solar power into the festival's energy solutions.
- Recommendations for festival-goers and vendors to minimize environmental impact.

Task Cards for each team - GROUP 2

Group 2 - PR Team

The PR Team's job is to manage the festival's public image and communicate its environmental efforts honestly, avoiding greenwashing. This team will also develop strategies to protect local water bodies, like reservoirs, from pollution. The team's efforts are key to building trust and a positive reputation with the audience and broader community.

Key Terms: Greenwashing, Reservoir

Task Cards for each team - GROUP 2

Guided Questions:

- How can we ensure our environmental claims are genuine and not greenwashing?
- What measures can we take to protect nearby water bodies, like reservoirs, from pollution during the festival?

Specific Outcomes:

- A PR strategy or press release that highlights the festival's genuine environmental efforts.
- A plan for environmental protection, focusing on preventing reservoir pollution during the festival.

Task Cards for each team - GROUP 3

Group 3 - Health and Safety Team

The Health and Safety Team is responsible for keeping everyone safe, especially considering the COVID-19 pandemic. This team will create and implement health protocols for the festival, ensuring that attendees, performers, and staff are protected. Clear communication of these measures is also part of your role, to maintain a safe and informed environment.

Key Terms: COVID-19 Pandemic

Task Cards for each team - GROUP 3

Specific Outcomes:

- A comprehensive health and safety plan tailored to pandemic conditions, including contingency plans in case of another outbreak
- Communication strategies for health and safety guidelines (e.g posters)

Task Cards for each team - GROUP 4

Group 4 - Finance Team

The Finance Team handles the festival's budget, focusing on maximizing revenue through credit card payments and managing the impact of interest rates. The financial strategies and planning will support the festival's sustainability and success, ensuring it is financially viable and can grow in the future.

Key Terms: Credit Card, Interest Rate

Task Cards for each team - GROUP 4

Guided Questions:

- How can the festival capitalize on the trend of increased credit card payments to boost festival revenue?
- What financial strategies can the festival adopt to manage the impact of high interest rates on our finances?

Specific Outcomes:

- A mini report showing the benefits of increased credit card payments.
- Strategies to reduce the effects of high interest rates on festival finances.

Task Cards for each team - GROUP 5

Group 5 - Human Resource Team

The Human Resource Team manages the festival's staffing needs, from hiring freelancers to defining the roles of line managers. This team will focus on recruitment, selection, and the motivation of both temporary and permanent workers, creating a strong, effective team structure that supports the festival's goals.

Key Terms: Freelancers, Line Managers

Task Cards for each team - GROUP 5

Guided Questions:

- What are the best practices for recruiting, selecting, and terminating freelancers for the festival?
- How does the motivation of temporary and permanent workers impact the festival?
- Who are the line managers for each team, and how can an organizational chart clarify roles and responsibilities?

Specific Outcomes:

- A HR plan for managing freelancers, including motivational theories and strategies.
- An organizational chart for the festival, highlighting line managers and team structures.

Task Cards for each team - GROUP 6

Group 6 - Entertainment Management Team

The Entertainment Management Team is all about creating an unforgettable lineup for the festival. This team will decide on the location, music genres, and performers to attract a diverse audience. The choices will shape the festival's identity and ensure it's an engaging and memorable experience for all attendees.

Key Terms: Music Concert, Music Genre, Music Performer

Task Cards for each team - GROUP 6

Guided Questions:

- How will the choice of festival location influence the selection of music genres and performers?
- Which music genres and performers should the festival feature to attract a wide audience?

Specific Outcomes:

- A list of music genres and performers, including a rationale for each choice.
- A plan detailing the festival's entertainment lineup, stage setup, and performance schedules.