



2009-10 NLC TOPICS—PHI BETA LAMBDA 2010 NLC Nashville

Business Ethics

Ethics in Globalization

Business Presentation

Develop a presentation on how to “kick-start” the job-hunting process. Explain strategies for landing employment upon graduation.

Computer Game & Simulation Programming

You will develop an entertaining simulation/game where the protagonist navigates hazards/obstacles involving lack of knowledge, confidence, or experience that can be overcome with PBL inspired powerups. Powerups should highlight PBL benefits that increase the player’s knowledge, confidence, and/or experience needed to overcome realistic challenges a student might face at school, college, or the workplace. The audience is for high school and college.

Emerging Business Issues

The U.S. federal government offered a bailout for the car industry—Chrysler, Ford, and General Motors. Should government require accountability of where the money is spent or leave it to the discretion of the CEOs and board of directors? Should the car industry be required to improve technology of the hybrid vehicles or fuel-efficient cars through research and sales of new vehicles? How should they show accountability and improvements? You should be prepared to argue either the affirmative that accountability is essential to the national economy or the negative that the CEOs and board of directors can handle the decisions concerning how to best improve their company.

Digital Video Production

Prepare a promotional video for high school students that explain everything about PBL and why they should join or start a chapter at the college they will be attending.

Web Site Development

Your local Chamber of Commerce is allowing individual civic groups and businesses to create pages on their Web sites. Your PBL chapter decides to create a site on the Chamber Web site. You would like the local business community to know about some of the projects that you are completing. Additionally, you would like to visit local civic organizations and speak to the groups about your projects. The civic organizations can then help with your projects or perhaps allow you to use their facilities. Create the site that can then be attached to the Chamber of Commerce Web site to promote projects, potential speaking engagements, and overall community knowledge about PBL.