

## INSTRUCTIONS

Please choose one of the following companies listed:

1. Patagonia
2. Unilever
3. Zara

Create a reflective video assessing the Structure, Culture and CSR practices of the listed companies, your evaluation should also include a set of recommendations of what needs to be improved from a managerial standpoint.

Slides should include an overview of the company, an analysis of the organization structure (including the chain of command, hierarchy, an analysis of the corporate culture and ethical practices using relevant models including its strengths and weaknesses. You must also include a comprehensive conclusion and a set of suggestions of how the companies could enhance their practices.

10-12 slides should be submitted as a PDF file, and the URL link to the video presentation.

## FORMAT

Your submission must meet the following formatting requirements:

- **Number of files for submission:** 1
- **Required file format for main submission:** PDF and URL link to presentation on OneDrive
- **Slide count:** 10-12 (excluding references)
- **Duration of presentation:** 12- 15 Mintues