

Assignments

Module 1: Week_One_Chapter 1

Please respond to this question in at least 350 words. Submit in the drop box under the Week_One_Assignment_I.

What is the globalization debate?

Module 1: Week_One_Chapter 2

Please respond in at least 350 words. Graduate work expected. Submit to the drop box: Week_One_Assignment_II Due Friday, July 5, 2019 by 11:59 PM.

- Pick a country as a potential new market for your firm's operations. Using what you have learned in this chapter and from online resources (e.g., <https://www.cia.gov/library/publications/the-world-factbook/index.html> and <http://globaledge.msu.edu/>), Central Intelligence Agency, *World Factbook*, Central Intelligence Agency website, accessed February 16, 2011, <https://www.cia.gov/library/publications/the-world-factbook/index.html>; globalEDGE website, International Business Center, [Michigan State University](http://globaledge.msu.edu), accessed February 16, 2011, <http://globaledge.msu.edu>. assess the local political, economic, and legal factors of the country. Would you recommend to your senior management that your firm establish operations and invest in this country? Which factors do you think are most important in this decision?

Module 1: Week_One_Chapter 3

Please respond to the question below in 350 words. Due July 6, 2019 by 11:59 PM.

- Identify two national cultures among your classmates. Visit <http://www.geert-hofstede.com> and research Hofstede's five value dimensions for each country. If you were working for a company from one of the two countries selected, how would you advise the senior management on the compatibility of the two cultures? Are the cultures individualistic or collectivist? Do they have a high or low tolerance for risk? Do they have similar or opposite approaches to long-term orientation?

Module 2: Week_One_Chapter 4

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- Pick an industry and company that interests you. As a global manager of the firm you've selected, you're asked to review China and India and determine which market to enter first. How would you evaluate each market and its potential customers? Use your understanding of the stage of development for each country from the case study as well as online resources. Which country would you recommend entering first? Based on your understanding of these markets, would you recommend a strategy for only one country or both?

Module 2: Week_One_Chapter 5

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- What are four reasons a country might have for borrowing money?

Module 2: Week_One_Chapter 6

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- How does the business of a management consultant illustrate the link between businesses,

governments, and global institutions?

Module 3: Week_One_Chapter 7

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- Imagine that you are the finance manager in control of purchasing for a small manufacturing company. Your supplier in Russia tells you that there are two quotes, one for payments in US dollars by wire transfer or check and one for a US dollar cash-like transaction. The cash transaction is almost 10 percent cheaper, which could earn your firm a nice profit and a potential year-end bonus for you. How do you handle the phone call and the decision? Discuss the ethical and business issues involved. If you decide against the cash-like transaction, do you tell your senior management? What do you recommend to your management about future dealings with this supplier? Russia is one of the most corrupt countries for businesses. What options does your firm have if it needs to source from Russia? Use fxstreet.com (<http://www.fxstreet.com/rates-charts/>) to research and discuss more.

Module 3: Week_One_Chapter 8

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- Entry into new markets, regardless of entry mode, typically requires extensive relationship building. In some countries, such relationship building includes the exchange of gifts. At the same time, many companies are bound by laws, regulations, or business associations that prohibit bribery. Bribery is an offer or the receipt of any gift, loan, fee, reward, or other advantage to or from any person as an inducement to do something that is dishonest or illegal. Hossein Askari, Scheherazade Sabina Rehman, and Noora Arfaa, *Corruption and Its Manifestation in the Persian Gulf* (Northampton, MA: Edward Elgar Publishing, 2010), 9. Review the most recent International Chamber of Commerce Commission report on corruption, “ICC Rules of Conduct and Recommendations for Combating Extortion and Bribery” (available at <http://www.iccwbo.org/policy/anticorruption/id870/index.html>). It discusses what the implications of these rules might be for gifts.

Module 3: Week_One_Chapter 9

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- Imagine that you are working for a company that has been exporting to Europe for five years. The company now sees an opportunity to expand into Asia. Which modes of entry would you suggest that your company pursue for Asia? Would you recommend the same strategy for entering Japan as you would for China? Why or why not?

Module 4: Week_One_Chapter 10

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- One of the reasons that firms expand across borders is to expand the impact and value created by their strong brands. Pick a local company and develop a vision for how it can expand its brand globally. What seem to be the opportunities and barriers to doing this? Review the short YouTube video on global branding by Sanjay Sood, a UCLA professor, and see how you might qualify your recommendations. The video is at <http://www.youtube.com/watch?v=X26WHNRhqPk>.

Module 4: Week_One_Chapter 11

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- Like most popular soft drinks, Red Bull is largely sugar water. At the same time, Red Bull is a great example of an innovative, high-growth company that discovered a little-known, poor-selling product in Thailand and revitalized it, growing into a multibillion-dollar, highly profitable firm as a result. Visit the Red Bull website at <http://www.redbull.com>. Have you ever run across a product in one country that could be used in another country to grow a company like Red Bull? What are other examples of this type of opportunity?

Module 4: Week_One_Chapter 12

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- One of the reasons that firms seek to employ people in other countries is the relative cost of labor. Visit the US Bureau of Labor Statistics website and scan the available comparison data for international compensation (<http://www.bls.gov/fls/flshcaeindnaics.htm>). Which countries have the lowest wages? Which have the highest? Why wouldn't companies always locate their operations where labor costs are the lowest?

Module 5: Week_One_Chapter 13

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- Visit the websites of several corporations (e.g., General Electric, Procter & Gamble, and Unilever) that you believe may be trying to innovate with R&D operations in one of the BRIC emerging markets. Do you see any common patterns in how they discuss this strategy? Do they make any statements about intellectual property rights?

Module 5: Week_One_Chapter 14

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- Your company has a strong brand name in the United States, and you're ready to enter Europe. You decide to acquire a local company in Germany. Taking what you have learned in this chapter about branding, would you use the existing German brand in Germany? Would you use it in all of Europe? Or would you use your strong US brand globally? Would you use both brands in the same markets? Discuss the advantages and disadvantages of the various strategies, taking into account the trust factor of brands, the influence of local differences, and the country-of-origin effect.

Module 5: Week_One_Chapter 15

Please respond in 350 words typed in Microsoft word and placed in the dropbox.

- You've been tasked with obtaining financing for your subsidiary in Brazil. Of all the sources of financing you've learned about in this chapter, which sources of financing would you explore? Would you consider equity financing in the Brazilian stock exchange? What factors would you research before making this financing decision?