**Chapter 1 Globalizing Business**

1. Using information from both the text and external sources, summarize some basic trends in the global economy. Using this summary, suggest the impacts these trends may have on people, business practices or both in the short- and medium-term future.

*Students should be expected to highlight current trends in the global economy – popular themes might be immigration, unity across borders or technological progress. Better students might discuss ‘megatrends’ (although not explicitly referenced in the core text). Students would then be expected to discuss how their identified issue impacts on individuals and business practices. Ideally, both would be discussed for contrast/synergy. The short- and medium-term perspectives allow for students to consider the time element in their discussion.*

1. ‘International Business (IB) is about (1) firms engaging in international economic activities and/or (2) the activity of doing business abroad'. With this definition in mind, give examples firms that align to it. What international activities do they undertake and what markets do they primarily serve?

*Students should be able to easily identify a firm that engages in point 1 and/or 2. The rest of the required is relatively descriptive in nature, though it does allow for those students that have little background in IB the opportunity for real world application of text concepts.*

1. How important are emerging economies to the global economy? Do they represent better investment opportunities when compared to mature economies? You should justify your answer with reference to suitable data.

*This is a classic ‘justified position’ question. Students should be able to take a position, based on information from the core text and beyond, and justify it in informed terms. In terms of suitable data, a number of web and text data exists that students can be directed to (e.g. Doing Business data).*

1. It is argued that International Business is an important study area for modern graduate managers. To what extent do you agree with this position? Justify your answer with examples.

*This is a classic ‘justified position’ question. Students would be expected to have an appreciation for the growing importance of international business. Whilst at this stage of a course (Chapter 1) it might not be expected, students may reference the globalization/localization dilemma.*

1. Compare and critique the resource and institutional views that form the ‘Unified Framework for Global Business’ as described in the text. To what extent do these views complement one another?

*This question asks students to demonstrate an understanding of, and critique, some theory. Students should be expected to clearly demonstrate an understanding of the two views. Better students are likely to critique each in turn. It is likely that students will come to the conclusion that both are beneficial and complement one another. Better students may include a discussion on the industry view.*