IB5016-8: GLOBAL BUSINESS STRATEGIC MANAGEMENT

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**IB5016-8 > Globalization and Strategies of Multinationals**

**Globalization and Strategies of Multinationals**

**Instructions**

You will be researching, defining, and analyzing the many and varied situations that is associated with moving a corporations business to overseas or global markets. You will find through research that many corporations have attempted to globalize their market place; some were successful some were very successful, and some did not fare well in a global marketplace.  You will analyze what are the reasons for the success or failure of Multinationals. What are the factors that affect success or failure of MNCs?

**Required Readings**

Please refer to the Books & Resources section of each Week’s introduction for the required readings.

**IB5016-8 > Globalization and Strategies of Multinationals > Week 1**

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[**Week: 1**](https://my.ncu.edu/Week/WeekDetail?weekid=44937&learnerCourseId=465332)

**Introduction:**

**Globalization and Strategies of Multinationals**

This week introduces the characteristics of the Multinational Corporations and their strategies. In today's increasingly globalized economy , it is important to understand  multinationals’ strategies and be able to assess the globalization process in the international business market. This week activity will build your foundation for the analysis of a multinational corporation concept and their performance.

1. Review the resources listed in the Books and Resources area below to prepare for this week's assignments.
2. Complete the following Spotlight on Skills if you need assistance with the tools used to complete your assignments.

**Spotlight on Skills: Developing PowerPoint Presentations**
For help creating PowerPoint presentations, review this [**PowerPoint Tutorial**](http://learners.ncu.edu/public_images/mentor_affairs/training/Writingcenter/Successful_ppt.pdf).

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Books and Resources for this Week:

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| --- |
| Books |
| **Reference** | **Instruction** |
| Buckley, P.J. & Ghauri, P.N. (2015) International business strategy: Theory and practice. | Read Chapters 6 and 8<http://bookshelf.vitalsource.com/#/books/9781317906643/cfi/6/24[;vnd.vst.idref=Chapter03>] |
| Articles |
| **Reference** | **Instruction** |
| Dumitrescu C., & Scalera, F. (2012). <http://www.ijbcnet.com/1-7/IJBC-12-1701.pdf> | Read Article |

|  |
| --- |
| Websites |
| **Reference** | **Instruction** |
| Khanacademymedicine. (2014, April 30).<https://www.youtube.com/watch?v=GmomzubjO1I> | Watch Video |

ASSIGNMENT INSTRUCTIONS:

\*Please Read Carefully

\*Please follow Instructions

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**IB5016-8 > Globalization and Strategies of Multinationals > Week 1 > Examine the Nature of the Multinational Company (Graded, Required)**

**Week 1 Assignment: Examine the Nature of the Multinational Company**

Activity Description

Conceptualize you’ve been asked to create a PowerPoint presentation for an undergraduate business course on the nature of a multinational company. To prepare for this presentation, read Chapters 6 and 8 of your text book and use resources from Northcentral University’s library, as well as the Internet. Find at least three scholarly articles from the library on multinational companies. Choose a multinational company and research its structure, background and locations.

In your presentation:

* Explain what a multinational company is.
* Describe how a company becomes a multinational.
* Assess strategies of Multinationals.
* What are the factors that affect the success or failure of MNCs
* Conduct an independent research, choose two scholarly articles on the internet and provide some empirical evidences on the experience of successful Multinationals.

Use the multinational company you researched as your example throughout your presentation.

Incorporate appropriate animations, transitions, and graphics as well as “speaker notes” for each slide. The speaker notes may be comprised of brief paragraphs or bulleted lists. Support your presentation with at least three (**3**) scholarly resources. In addition to these specified resources, other appropriate scholarly resources may be included. Be sure to include citations for quotations and paraphrases with references in APA format and style where appropriate.

Length: 10-15 slides (with a separate reference slide).
Notes Length: 100-150 words for each slide.