2012

BUAD 780 International Business Experience

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BUAD 780

INTERNATIONAL BUSINESS EXPERIENCE

SUMMER 2012

PHASE 1 ASSIGNMENTS

As outlined in the syllabus to this course, there are three (3) phases of assignments for successful completion of BUAD 780. The first phase is concerned with the historic, cultural, economic and business aspects of the countries to be visited. The following guideline is the minimum level of information required on Brazil and Argentina before the class leaves for South America.

Group Alpha will be responsible for the historic and cultural aspects of Brazil and Argentina.

Group Bravo will be responsible for the economic and business aspects of Brazil.

Group Charlie will be responsible for the economic and business aspects of Argentina.

The following questions are the minimum requirements for research and presentation to the assembled groups Wednesday, April 4th in Mr. Hrovats’ class – BUAD 779-13.

History and Culture

1. Provide a brief history with timeline
2. Describe the geographic setting
3. Identify the major cities (land area, population, location, key characteristics)
4. Social institutions (family/social organization, education system, media, political system and current political leadership and the legal system)
5. Status of religious/belief systems
6. Aesthetics (arts, folklore, traditions, customs and symbols)
7. Living conditions (diet, housing, sports, leisure, work organization)
8. Any current issues of importance
9. Healthcare system
Economic and Business

1. Population and demographics
2. GDP and income (total, growth rate, per capita, wealth distribution)
3. Ownership models (stock exchange, private ownership, government influence)
4. Natural resources
5. Infrastructure (transportation, power, services)
6. Principal industries and size distribution
7. Foreign investment (inflow and outflow)
8. International trade data (major exports/imports, balance of payments, trends)
9. Currency and exchange rate issues
10. Current employment and inflation data
11. Channels of distribution

Each student in a Group is expected to participate equally in both the preparation and presentation of the Group’s findings. The instructor is available to answer any questions. The objective of Phase I is to ensure that everyone involved in the trip has the background knowledge to make the “International Experience” as valuable and enjoyable as possible.