

INTERNATIONAL BUSINESS FINAL

Individually or in a group, you are to develop a strategy for functioning as a multicultural management team. You are to create a website for your company which illustrates the market analysis for overseas operations as well as management aspects of your company.

- The website will illustrate your understanding of the foreign market/country you have chosen to do business in.
- It will highlight the strategy you have developed.
- Put a page on your site to outline your company's management structure – include organizational culture and managing different cultures
- Explain how the business will operate – include decision and control
- Add a section to your site explaining why you have decided to do business in your chosen country. Explain the political, legal and technological challenges. Outline the risks involved.
- Add a section to your site explaining how you intend to be ethical and socially responsible.
- What will you do to honor the cultural values of the United States as well as those of the country you are planning to do business in.
- What are your barriers for doing business in your chosen country? How do you intend to work within them?
- Put a page on your site to outline your company's strategy. Include marketing, finance and production.

When working in groups each team member will receive an individual grade based on their participation in and understanding of the project. Weekly in class and written assignments are tailored to help you create and get feedback on the content for the project. If organized you will add to the site with this information weekly, avoiding a deluge of last minute work at semesters end.

All ideas, pictures, video footage must be your own. You are required to cite sources.

Sample Projects from WSU students

[RSH](#)
[Rock Lobster Brewery](#)
[Vendetti Motors](#)
[Belle Mariee](#)
[Rent a Driver](#)
[Rolling Pub](#)
[Catalyst Beans](#)

INTERNATIONAL BUSINESS FINAL

All ideas, pictures, video footage must be your own.

Due 5/6 - 11:59pm - Submit on Plato

Submit on Plato (as an attachment)

Great resources for your site and videos

Wix.com

animoto.com

kizoa.com

Another suggested platform for your website is [Blogger](#) - a Google product which is free and user friendly.

Here are some tips for using blogger.

- [Navigating Blogger](#)
- [Composing a New Post on Blogger](#)

If you have more questions about website creation, post them in a discussion forum and I will answer for everyone to see.

Any students wishing to share their knowledge are welcome to do so. Please start a discussion forum for your classmates and I will give you extra credit.

These are examples of completed project by Chinese students in a Clark University Program.

[Oriental Software](#)

[China Style Photography](#)

[Phenix Fashion](#)

[Dream High Education](#)

[Victory Tea](#)

[Colorful China](#)

[Old China Foods](#)

[Fascinating Dolls](#)

[Sunshine Tea](#)

[Comic Style](#)

[East Beauty](#)

[Morning Tea](#)

[Universal Milk](#)

[Six Coins Entertainment](#)

Here are some tips from Oriental China:

1. Identify your company's characteristics, connect the knowledge and company characteristics.
2. Show what you learned something on class, thinking your company how to deal with some emergency situation we learned.
3. Use your own ideas, words, pictures. I recommend several software to make video:
 - Photoshop (make your picture beauty, and make your picture accord with web's size.)

INTERNATIONAL BUSINESS FINAL

- ulead GIF Animator (make GIF picture, make your pictures moving)
- Recording software (can make your voice more clearly)
- MP3 sound cutter(get a part of music for your use)
- liwo 狸窝全能视频转换器 Chinese software(can get a part of your video, and change screen orientation, and some software can't read iphone's video format "mov",you can use it change the video fomate to "wmv"or"avi")
- movie maker (it can mix any kind of video material together, include picture, GIF, music, your voice, video)
- and these are our video's webpages
 - <http://www.tudou.com/programs/view/dGQujb2JsMY/> <about our company>
 - <http://www.tudou.com/programs/view/yWkkjI4GFOY/> < the negotiation video>
 - <http://www.tudou.com/programs/view/De7o8PFLWY8/> <not only technique>