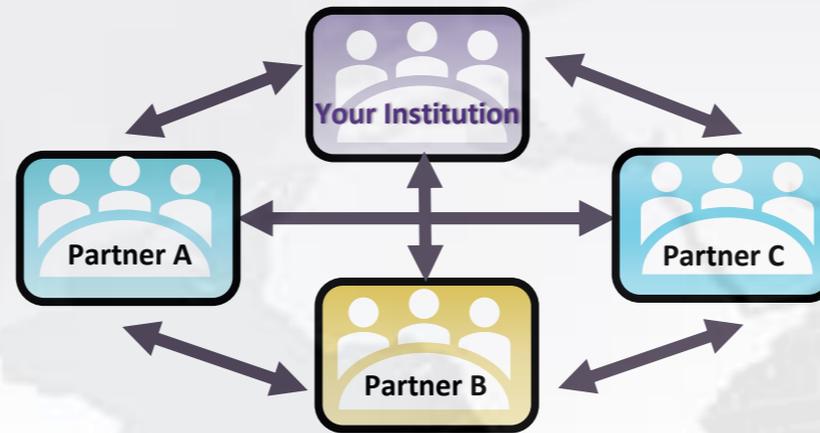


- **3 PARTNER INSTITUTIONS** • **4 COMMON TOPICS** • **5 BUSINESS ASPECTS** • **REAL-TIME DISCUSSION** • **COLLABORATIVE PROJECTS**

## One of 4 Global BEEHIVE Courses

- ❖ Modeled after the award-winning Global Understanding Course.
- ❖ Developed in collaboration with partner institutions in China, France, Mexico, and the US.
- ❖ Supported by a US Department of Education Undergraduate International Studies and Foreign Languages program grant.



“The Global Business Course was extremely beneficial. I wish I would have had more courses like this. It is straight to the point and hands-on. This course helps you face the challenges of global technology and communicating with other cultures. After graduation when we enter the real world, we will need to work with people from other cultures. This class is set up for us to understand how to adapt and to better understand both ourselves and others.”

– Student from the US

Semester



Local Preparation	<b>3-4 Weeks - <a href="#">Partner A</a></b> Link 1: Intros Link 2: Protocols & Etiquette Link 3: Environment & Systems Links 4: E-Commerce	Local Synthesis / Preparation	<b>3-4 Weeks - <a href="#">Partner B</a></b> Link 1: Intros Link 2: Protocols & Etiquette Link 3: Environment and Systems Link 4: E-Commerce	Local Synthesis / Preparation	<b>3-4 Weeks - <a href="#">Partner C</a></b> Link 1: Intros Link 2: Protocols & Etiquette Link 3: Environment & Systems Link 4: E-Commerce	Local Synthesis / Assessment
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Select One Aspect Per Set of Links

### Leadership

Link 5: Leadership  
Link 6: Collaborative Projects

### Entry Mode

Link 5: Entry Mode  
Link 6: Collaborative Projects

### Competitor Analysis

Link 5: Competitor Analysis  
Link 6: Collaborative Projects

### Location Choice

Link 5: Location Choice  
Link 6: Collaborative Projects

### Segmentation

Link 5: Segmentation  
Link 6: Collaborative Projects