

**College of Administrative and Financial Sciences**

**Assignment 1**

**Deadline: 23/10/2021 @ 23:59**

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| --- | --- |
| Course Name: Intro to International Business | Student’s Name: |
| Course Code: MGT-321 | Student’s ID Number: |
| Semester: I | CRN:  |
| Academic Year: 1442/1443 H |

**For Instructor’s Use only**

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| --- |
| Instructor’s Name:  |
| Students’ Grade: /5 | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

***Assignment Regulation:***

* All students are encouraged to use their own word.
* Assignment -1 should be submitted on or before the end of Week-07 in Black Board only.
* Citing of references is also necessary.

***Assignment Structure:***

|  |  |  |
| --- | --- | --- |
| **A.No** | **Type** | **Marks** |
| Assignment-1  | Case Study | 5 |
| **Total**  |  | **5** |

***Learning Outcomes:***

* Explain the forces driving and evaluating the impact of globalization (Lo 1.3)
* Identify the major components of international business management (Lo 2.4)
* Analyze the effects of culture, politics and economic systems in the context of international business (Lo 2.1)

**Case study**

Please read **Case 4: “Will China Continue to Be a Growth Marketplace?”** available in your textbook, (12th edition) and answer the following questions:

* **Assignment Questions:**
1. Will China maintain its strong economic growth in the years to come? Some suggest it will until 2050. What do you think? (**Marks: 2)**
2. If China will go from 17 million to 200 million middle- and upper-income people by the early 2020s, would the scenario presented by Best Buy not be applicable anymore? Would newly rich Chinese customers engage in this purchasing in the 2020s? (**Marks: 2)**
3. With Alibaba’s ownership of the very popular Tmall and Taobao online shopping systems (similar to eBay and Amazon) and its spread across the world, will a Western-based online shopping culture ultimately infiltrate China? (**Mark:1)**

Ans:1

Ans:2

Ans:3