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| **Kingdom of Saudi Arabia****Ministry of Education****Saudi Electronic University** | A picture containing text, outdoor, sign  Description automatically generated | **المملكة العربية السعودية****وزارة التعليم****الجامعة السعودية الإلكترونية** |

 **College of Administrative and Financial Sciences**

**Assignment 1**

**Introduction to International Business (MGT-321)**

**Due Date: 08/10/2022 @ 23:59**

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| Course Name: **Introduction to International Business** | Student’s Name: |
| Course Code: **MGT-321** | Student’s ID Number:  |
| Semester: **First**  | CRN: 14047 |
| Academic Year:**2022-23-1st**  |
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**For Instructor’s Use only**

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| Instructor’s Name: Dr. Farhat Anjum |
| Students’ Grade: Marks Obtained/**Out of 15** | Level of Marks: High/Middle/Low |

**General 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.

**Learning Outcomes:**

1. Identify and evaluate the significant trade agreements affecting global commerce (Lo 1.1)
2. Analyze the effects of culture, politics and economic systems in the context of international business (Lo 2.1)
3. Explain the forces driving and evaluating the impact of globalization (Lo 1.3)
4. Carryout effective self-evaluation through discussing economic systems in the international business context (Lo 3.1)

**Discussion Questions**

1. What is the World Trade Organization? What is its role in the world economy? **(minimum words: 400, marks:2)**
2. What is the International Monetary Fund? Discuss its relationship with the World Bank. **(minimum words: 500, marks: 3)**

**Case study**

Please read Case 1: “Globalization of BMW, Rolls-Royce, and the MINI” available in your e-book (International business: Competing in the global marketplace **(13th ed.)**, at **page no.625**, and answer the following questions:

**Assignment Question(s):**

1. How do you think BMW integrates its various unique brands into a global effort that works for them (BMW, Rolls-Royce, and the MINI) across the world’s many global markets? **(minimum words: 400, marks: 2)**
2. What is your reaction to the global brand of BMW when you hear its name, think of the brand, and see BMW vehicles on the road? **(minimum words: 400, marks: 2)**
3. Rolls-Royce's chase of perfection drives the supreme quality, exquisite hand craftsmanship, and attention to the finest detail to maintain its global position as the pinnacle luxury automobile manufacturer in the world. How do you think the Rolls-Royce brand helps, or hurts, other BMW brands globally (i.e., BMW, the MINI)? Give arguments in support of your answer. **(minimum words: 500, marks: 3)**
4. The MINI is a unique car offering in the BMW portfolio. It has long-engaged in clever solutions and distinctive designs that have enabled terrific urban driving and have catered to customers’ individual needs. Do you agree that this is the focus for the MINI, and do you think it is working as advertised globally? Discuss. **(minimum words: 500, marks: 3)**

**Answers**

1. **Answer-**
2. **Answer-**
3. **Answer-**
4. **Answer-**
5. **Answer-**
6. **Answer-**