

You need to find out as much about your country as possible. This is information that you will be using throughout the course. All types of information are needed, including but not limited to:

Housing
Culture
History
Demographics
Economic Profile
Business Practices

Meyer, Jay K. – Ukraine (before war started) OR Japan

Discussions

Go to KIVA and pick someone that you would like to give a loan. **YOU DO NOT ACTUALLY HAVE TO GIVE A LOAN.** For this person, tell us: Why did you pick them? What country do they live in? Did the country influence your decision?

From the perspective of your country, how beneficial is world trade? Do NOT be afraid to add your reference sources!

In conducting an international negotiation, how does your country proceed? Compare and contrast. Do NOT be afraid to add your reference sources!

<https://nypost.com/2021/05/31/rural-japanese-homes-are-selling-for-500-or-less/> Read the article above and give us your thoughts about all aspects of this opportunity. HINT - all aspects mean the possibility of moving overseas, becoming an entrepreneur in a foreign country, and the culture and norms of a new place.

For your country, please show a relationship between its opportunity for external stimuli and its economy. For example, think about the USA. The best example is NYC. Do you think it is heavily influenced by being a port city with high rates of immigration? Does being a "melting pot" is there more innovative thinking and does it improve the economy? Also, how has COVID influenced your answer?

For your country, give us a comparison of living in that country as compared to living in the US. To help everyone understand your comparison, please state the US area that you are using. Since not all of us are from NYC, this will help with our understanding.

<https://www.dailymail.co.uk/news/article-3131511/Sex-Sahara-Striking-photographs-mysterious-Islamic-tribe-women-embrace-sexual-freedom-dictate-divorce-don-t-wear-veil-men-want-beautiful-faces.html> What new product could you market to this tribe? How? Why? HINT - Answer early because no repeats are allowed.

Lessons

Week 1

https://www.youtube.com/watch?v=j4HYAmI2Flo&ab_channel=LynetteSmith

<https://vimeo.com/62330195>

<https://vimeo.com/17347310>

<https://www.kiva.org/lender/lynne329>

<https://www.kiva.org/microfinance>

<https://www.businessnewsdaily.com/4286-microfinance.html>

<https://finca.org/our-work/microfinance/>

Week 2

<https://www.airswift.com/blog/importance-of-cultural-awareness#:~:text=The%20influence%20of%20local%20culture,crucial%20to%20international%20business%20success.>

<https://iveybusinessjournal.com/publication/the-top-ten-ways-that-culture-can-affect-international-negotiations/>

https://www.youtube.com/watch?v=xRJZWfqWcs0&ab_channel=JourneymanPictures

Week 4

Listen to mp3 file (international marketing)

https://www.youtube.com/watch?v=d3SXLxzP3E&ab_channel=LawrenceLee

https://www.youtube.com/watch?v=FGUkxn5kZQ&ab_channel=CNBC

https://www.youtube.com/watch?v=pHWZ_XNij8&ab_channel=WatchMojo.com

Week 5

Listen to mp3 file (workplace equality)

Wikipedia says:

Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices. Social entrepreneurs, however, are either non-profits, or they blend for-profit goals with generating a positive "return to society". Therefore, they use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development.

I think this is an interesting concept and I personally feel that some make better sense than others. My favorite one of these is TOMS. For every pair of shoes sold, a pair of shoes was donated to a person in need. They have expanded to now include eyewear, coffee and bags. With eyewear, a part of the profit goes toward restoring vision for people in developing countries. Profits from TOMS bags go toward maternal health and TOMS Roasters, coffee profits help to provide a one-week supply of safe water to a person in need.

<https://causeartist.com/what-is-a-social-enterprise/>

<https://causeartist.com/social-entrepreneurs-to-watch-for-2019/>

<https://ied.eu/blog/20-social-entrepreneurs-you-should-know/>

<https://bombas.com/pages/giving-back>

<https://daniellesutton.co/blog/22-awesome-social-enterprise-business-ideas>

Final Project (guidelines attached)

consists of 2 parts

written paper

infographic - how to do business in your country