

Global Business Project – Part 1 of 4

BUS251

Objective: Students will use the textbook, Bankier Library resources, and the Internet to research a specific country in which to introduce a new product or service. The product or service will coincide with Brookdale’s Global Citizenship initiative to “educate and engage students and the college community in global issues to improve the world we live in and to foster a lifelong commitment to global citizenship.”

Make copies of your project for future use. I will be keeping all projects until after your presentation. I will not be returning them to use except to provide your grade and comments. They will then be returned to me until your presentation. Projects are not accepted via e-mail under any circumstances.

You will consider a global issue to research. Examples are:

Children: Orphanages, education, shoes, books, food, abuse

Education: Literacy, class systems, opportunities

Environmental: Clean water, waste, energy, recycling

Health care: Mortality rates, children, supplies, training, cost, availability

Housing: Conditions, safety

Hunger: Food, self-sustaining

Job Skills: Life skills

This is just a sampling. There are so many other areas that you can research. Think of your passion. If there is one thing you could change for the better, given the power, what would it be?

The areas to be addressed in the first part of your project are as follows. You may simply cut and paste and respond after each area. Cite your sources as well. Once you have completed this portion of your research project you will begin to think about the type of initiative you wish to do.

Areas to address:

Basic country information

Demographics

Government: Type of system

Geography

Economics

Physical Infrastructure

Communications Infrastructure

Miscellaneous

Basic Information about your country:

- The official national name
- By what name its citizens are properly referred to
- What the products or materials are referred to (as in their origin)
- Image of country flag

Demographics:

- Population
- Population growth rate
- The median age of the population
- The population age structure
- The urban/rural composition of the population
- The population (in percent) of each ethnic group
- The major languages spoken
- The official language
- The major religions
- The life expectancy for residents
- The fertility rate for women
- The infant mortality rate
- Percent of the population living below the poverty line
- The educational attainment and literacy of adults (age 25 and older)
- The total number of adults living with HIV/AIDS
- Percent of the adult population living with HIV/AIDS

Government:

- Form of government
- From whom your country gained its independence
- The date independence was gained
- The current head of state
- The official currency source

Geography:

- The geographic coordinates (latitude and longitude)
- The surface area source
- The population density (the number of people per square mile)
- Countries with which borders are shared
- Miles of coastline
- The largest cities by population
- The climate
- Percentage of arable land

Economics:

- The Gross Domestic Product (GDP)
- Annual growth rate of the Gross Domestic Product (GDP)
- The GDP per capita
- The GDP is drawn proportionately from which industries
- The size of the available labor
- The labor force works proportionately which industries
- The inflation rate for consumer prices

- The unemployment rate
- The major trading partners
- The total value of exports
- Percentage of exports and imports, respectively, of the GDP source
- The major imports

Information regarding the final paper:

The report should cover all topics in the outline as well as an executive summary, introduction, (country and product) and recommendations. The report will be type-written, double-spaced, and will total at least 15 pages. However, you will present your project in 4 iterations. The appendix of each section will contain exhibits such as maps of the country, tables, and charts, a visual of your product, and the citing of sources of information.

Please make sure you cite your sources after each answer. All research material is to be submitted with your report. An example would be the material you received off the Internet and used for your report. You must also cite references used from your text if applicable.

Presentation

The project will be presented to the class during weeks 13 & 14. I will decide when you present. You will have 10-15 minutes for your presentation. Provide appropriate visual aids to accompany your project.

Please note that some of the topics required in the presentation may not have been covered at length prior to its due date. It is your responsibility to review those appropriate chapters and extract any information that may aid in the completion of your project. Of course, any questions you may have on that material, or any material, will be answered.

Sources for information:

CIA World Factbook: www.cia.gov

World Bank (Country Profile) <http://data.worldbank.org>

World Bank (ICT at a Glance) same as above and access the information and communication tables.

Atlademia Online www.altademia.com

Information Please www.infoplease.com

Utilize your country's e-Government Web site

List on the discussion board and other good sites you have located