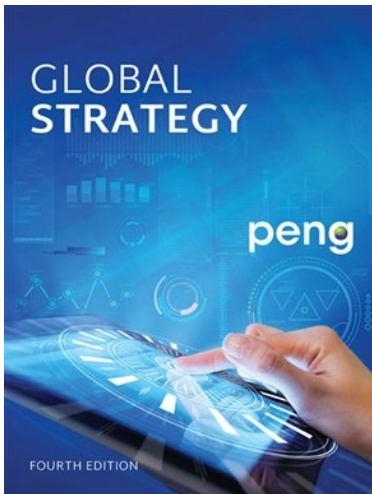


## MindTap Quick Start Guide




Global Strategy 6e  
 Mike Peng

Global Strategy is the first textbook of its kind specifically written for the capstone management course for International Business programs and Strategic Management courses with a global emphasis. The text uses the "strategy tripod"- analysing strategy from the industry, institution, and resource based views to answer the question: What determines the success or failure of firms around the globe?

### 3 Key Features

Activity	Where to find it – an example	What is it	Why it matters
Business Insights	<ol style="list-style-type: none"> <li><b>Business Insights</b></li> <li>Right Click on Business Insights: Essentials hyperlink, and choose open link in new window</li> </ol>	<p><b>Business Insights</b></p> <p>Business Insights: Essentials' intuitive user interface makes it easy for researchers to search and find in-depth information on businesses, industries and products. Features and benefits include the ability to search across multiple data types from a single search box with targeted search options by category. This includes company information, articles, industry data, SWOT Reports, Thomson Reuters Company Financials and Investment Reports, Market Share Reports, and Industry Essays.</p>	Business Insights is the leading online research product that provides students with a vast, rich, curated database of content that can be used as a resource for written assignments and group projects.
Integrative Cases	<ol style="list-style-type: none"> <li><b>Integrative Cases</b></li> <li>Click on Start Assignment Now</li> </ol>	<p><b>Integrative Cases</b></p> <p>Students will read a case and answer open ended questions.</p>	Students will better their case analysis and critical thinking skills.
In the News Assignments	<ol style="list-style-type: none"> <li><b>Part 3: Corporate-Level Strategies</b></li> <li>Chapter 9: Diversifying and Managing Acquisitions Globally</li> <li><b>In the News</b></li> <li>Chapter 9: A Hard Act to Follow: General Electric</li> </ol>	<p><b>In the News Assignments</b></p> <p>Students will read an article or watch a video and answer open ended questions.</p>	Students will better their case analysis and critical thinking skills.

## Peng, Global Strategy MindTap Asset Description

Activity	What is it?	Seat time?	Why it matters?
<b>Pre/Post Course Assessment</b>	A way to measure student's global literacy.	20 minutes	This assessment provides students with insights toward their global literacy.
<b>Chapter Readings</b>	The online textbook	45 minutes	Full e-book, searchable and easily accessed while working on assignments
<b>Flashcards</b>	Pre-made flashcards that includes key terms.	40 minutes	Save valuable time with the ready-made flashcards
<b>In the News Assignments</b>	Students will read an article or watch a video and answer open ended questions.	40 mins – 2 hours (depending on how many you assign)	Students will better their case analysis and critical thinking skills.
<b>Integrative Cases</b>	Students will read a case and answer open ended questions.	40 mins – 4 hours (depending on how many you assign)	Students will better their case analysis and critical thinking skills.
<b>Group Project (YouSeeU)</b>	Group projects powered by YouSeeU allow students to work together online; creating videos, documents, and web content designed to improve management skills. Exercises include rubrics to facilitate grading. 	Experiential exercises engage students and allow them to actively practice management skills (Potter, 2009)	1-5 hours
<b>Business Insights</b>	<i>Business Insights: Essentials</i> <sup>1</sup> intuitive user interface makes it easy for researchers to search		<i>Business Insights</i> is the leading online research product that provides students with a vast,

	<p>and find in-depth information on businesses, industries and products. Features and benefits include the ability to search across multiple data types from a single search box with targeted search options by category. This includes company information, articles, industry data, SWOT Reports, Thomson Reuters Company Financials and Investment Reports, Market Share Reports, and Industry Essays.</p>		<p>rich, curated database of content that can be used as a resource for written assignments and group projects.</p>
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