# GALE

# GALE BUSINESS: INSIGHTS

# ANALYZING INTERNATIONAL BUSINESS RISK

## Example Assignment

Gale, here for **everyone.**

# INSTRUCTOR GUIDE

## Project Description

This project guides business students through the process of analyzing international business risk, either expanding a business or creating a marketing plan, using the PEST analysis framework. It culminates in a submission or presentation of their PEST analysis for two different countries. Students will be using *Gale Business: Insights* for all their research. Linked in this instructor's guide are PowerPoint (PPT) presentations that you can download and edit, as needed. Please feel free to adapt this content to fit the needs of your coursework.

## LEARNING OBJECTIVES:

- Understand the elements of environmental risk factors using the PEST analysis framework.
- Strengthen analysis skills by comparing the risks of two countries.
- Broaden understanding of international business.

## BRIDGE-IN

This project would be best introduced after you have taught the basics of risk assessment domestically and have begun the process of teaching about the risks of global business.

## TEACHING CONTENT:

- Teach the concepts of a PEST analysis using this editable PPT.
- Demonstrate how to navigate *Gale Business: Insights*, as necessary, using:
  - Printable PPT document
  - Eight-minute tutorial
- Virtual class training with your Gale trainer by emailing gale.academicoutreach@cengage.com.
- Give students with their assignment sheet and PEST analysis guide. Feel free to change or choose the business or provide different examples to students. You could also put students into teams or pairs.
- Provide guidance and reteach concepts, as necessary, after submission of first country analysis.

## FORMATIVE ASSESSMENT

Student's submission of:
- Business description
- Industry information
- First country PEST analysis

## SUMMATIVE ASSESSMENT

Student's submission of:
- Business description
- Industry information
- First and second PEST analysis
- Chosen country with justification

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