

IB Business Management Requires students to investigate ONE company on their own which will be the basis for questions on the exam, paper 2 section C.

The concepts of Change, Culture, Ethics, Globalization, Innovation and Strategy must ALL be addressed.

Your task this summer:

- 1. Research a GLOBAL company that includes EACH of the aspects of the CUEGIS concept below.**
- 2. Pick an industry or business that interests you. Remember, it MUST be a global company.**
- 3. Create a google drive folder entitled: IB Business Management/Sub Folder 'CUEGIS Research'**
- 4. Create a google doc with your information and be prepared to discuss your research the first day of class**

Example: Ford

- Change: What led to Ford's decision to no longer produce cars other than the Mustang in North America?**
- Culture within the company, culture in the countries it operates (factories, sales, etc)**
- Ethics- Ethical Concerns**
- Globalization- Ford's global strategy**
- Innovation- What is Ford doing that is innovative?**
- Strategy- What strategy is Ford using to accomplish their goal?**

Please refer to this [link](#):

CUEGIS Concept

Definitions

Change - Driving forces and restraining forces creates change in a business so that they can move forward and remain competitive.

Culture - the norms of an organisation, a country, or other social grouping. Culture shapes the values, beliefs, and customs of people. (Internal and External sections of the organisation)

Ethics - the socially accepted moral principles that guide decision making, based on the collective belief of what is right and what is wrong.

Globalisation - worldwide movement toward economic, financial, trade, and communications integration

Innovation - Innovation generally refers to changing or creating more effective processes, products and ideas, and can increase the likelihood of a business succeeding.

Strategy - devising plans to achieve the long-term goals of an organisation