

# Assignment and Rubric | Unit 1



## Ethical Considerations in Global Expansion

In Unit 1 you formed a team and started the process of growing your simulation company. Part of this team formation is to create a mission and values/culture profile. Greg Ballard talks about this important topic in his video Follow Your Values. View the video ["Follow Your Values with Greg Ballard"](http://ecorner.stanford.edu/authorMaterialInfo.html?mid=1643) (Glu Mobile) <http://ecorner.stanford.edu/authorMaterialInfo.html?mid=1643> . The creation of a mission and values/culture profile is a core element of organizational success and long range planning for all companies, regardless of size or age. Understanding this process will help increase your ability to contribute to your company's success in the future.

In future quarters of game play one task that your team will face is to analyze growth opportunities for expansion. There are many factors to consider when reviewing your choices for expansion. One consideration is one of ethics; does your company culture support the expansion choices you will be making? Decision making tied to ethics and values may not be easy but can be advantageous. McMurrian and Matulich (2006) cite Ferrell "These advantages include higher levels of efficiency in operations, higher levels of commitment and loyalty from employees, higher levels of perceived product quality, higher levels of customer loyalty and retention, and better financial performance (Ferrell 2004)" (p.11).

As part of the management team, you will need to be in consensus on expansion plans and will be using the cultural profile your team has created in the marketplace simulation as one filter to make your final decision. Many companies perform this kind of evaluation when looking to expand internationally. For example, manufacturing facilities in other parts of the world have unsafe working conditions (Saini, 2013). This may or may not have a direct impact on your company, given its culture, but you should know about these types of things if you want to be viewed as acting in accordance with your company ethics. So your research should go beyond just the typical numbers based data, i.e., GNP. You really want to know the country and how it operates.

This Assignment where you research markets outside the United States and make a recommendation for expansion practices the professional skills of:

- Global awareness
- Awareness of ethical issues and responsibilities
- Make ethical decisions and solve problems
- Work effectively in teams

## Assignment Details

In a 4–6 page APA formatted paper excluding text, diagrams, and other visual/oral aids as appropriate, address the following:

- Discuss the challenges of values/ethics based business decision making in the current global marketplace. Include citations from at least three scholarly sources to support your thoughts. You should also incorporate the work you have done in the Discussion topic(s) for Unit 1 into your response for this section.
- Research the markets that you can expand into from your home base in Chicago. These are, Paris, Sao Paulo, and Shanghai from a social and political climate of each using Hofstede's Cultural Dimensions, (<http://geert-hofstede.com/national-culture.html>) which you learned about in GB580: Strategic Management, as a foundation. You may also include additional information on culture that you find in your research.
- Using the results of your research, compare this information to the company mission, vision and values that the team will have already completed to determine the progression of expansion. For example, the country with the strongest connection to your company culture will be the easiest to expand into, and the country with the weakest connection may be the last.
- Recommend to your team the progression of expansion and include a detailed rationale for your choices.

As you work in this Assignment you can share your information in the team space so the team can use it in the decision making process. Remember that differences in opinion are a great tool for discussion and increased effectiveness in decision making.

**Submit your individual work to the Unit 1: Assignment Dropbox.**

## Reference

- McMurrian, R. C., & Matulich, E. (2006). Building Customer Value and Profitability with Business Ethics. *Journal of Business & Economics Research*, 4 (11), 11–18.
- Saini, M. (2013). Apparel Factory Collapse Latest Bangladesh Tragedy. *WWD: Women's Wear Daily*, 205(85), 1.

## Rubric

<b>Unit 1 Individual Assignment: Ethical Considerations in Global Expansion</b>	
Criteria	Maximum Points
Discuss the challenges of values/ethics based business decision making in the current global marketplace. Include citations from at least three scholarly sources to support your thoughts.	20
Research the markets that you can expand into from your home base in Chicago. These are, Paris, Sao Paulo, and Shanghai from a social and political climate of each using Hofstede's Cultural Dimensions, <a href="http://geert-hofstede.com/national-culture.html">http://geert-hofstede.com/national-culture.html</a> ) as a foundation.	20
Using the results of your research, compare this information to the company mission, vision and values that the team will have already completed to determine the progression of expansion.	20
Quality of recommendations	20
General writing and APA compliance	20
<b>Total</b>	<b>100</b>