Experiencing International Business and Management

Exercises, Projects, and Cases
Second Edition



Betty Jane Punnett

SA Adler

Experiencing International Business and Management Betty Jane Punnett, 2014-12-18 Revised and updated this popular book adds a real life dimension to courses in international business and management It's designed for instructors who want to go beyond the facts and figures in standard textbooks and helps students learn how to interact with people in different cultures in the global business environment The book begins with a description of the key role of experiential learning in the classroom along with a brief overview of key concepts in international business. The main part of the text consists of 25 hands on experiential exercises 7 projects and 5 mini case studies all designed for in class use This edition features updated data and information in many of the exercises projects and cases and includes 5 completely new exercises and cases For the first time the author has identified the exercises that work particularly well with students in off site locations An Online Instructors Manual is available for adopters Experiencing International Business Punnett, Revised and updated this popular book adds a real life dimension to courses in international business and management It's designed for instructors who want to go beyond the facts and figures in standard textbooks and helps students learn how to interact with people in different cultures in the global business environment The book begins with a description of the key role of experiential learning in the classroom along with a brief overview of key concepts in international business. The main part of the text consists of 25 hands on experiential exercises 7 projects and 5 mini case studies all designed for in class use This edition features updated data and information in many of the exercises projects and cases and includes 5 completely new exercises and cases For the first time the author has identified the exercises that work particularly well with students in off site locations An Online Instructors Manual is available for adopters Immersive Environments, Augmented Realities, and Virtual Worlds: Assessing Future Trends in Education D'Agustino, Steven, 2012-12-31 Technology has had direct impact on education in increasing the way that society continues to learn Applications of immersive environments virtual worlds and augmented reality have significant implications for how teaching and learning are achieved in contemporary education Immersive Environments Augmented Realities and Virtual Worlds Assessing Future Trends in Education brings together current research and performance in trends in education While examining cyber behavior and the use of virtual worlds immersive technologies and augmented realities aim to improve teaching and enhancing learning Managina Sport Across Borders Anneliese Goslin, Darlene Kluka, Rosa López de D'Amico, Karen Danylchuk, 2020-02-20 Sport is both a global business and a vehicle for social inclusion and community development This book examines key performance areas in sport management that cut across cultural economic and geographical borders from both commercial and social justice perspectives Written by leading sport management and sport development scholars from around the world the book highlights international management challenges suggests appropriate management practices and raises questions to stimulate further debate From a commercial sport management perspective it explores key topics including the management

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