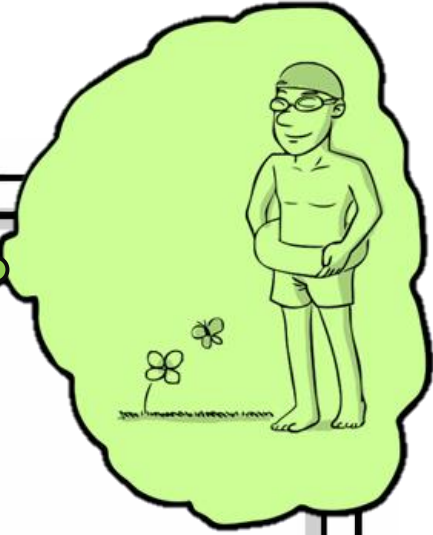
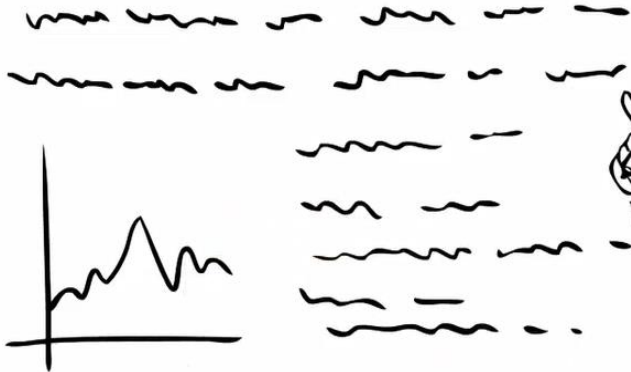




cultureTM



International Business



Every semester:

- **4,000 students**
- **120 universities**
- **40 countries**
- **6 continents**







Challenge

1. Competition analysis
2. Most promising new market
3. Entry mode and distribution
4. Pricing
5. Marketing
6. HR
7. Logistics



E-Mail

From: X-Culture Admin, admin@X-Culture.org

To: You

Date: Wednesday

Dear You,

Here is your weekly [progress survey link](#).
Please complete by Sunday.

Admin

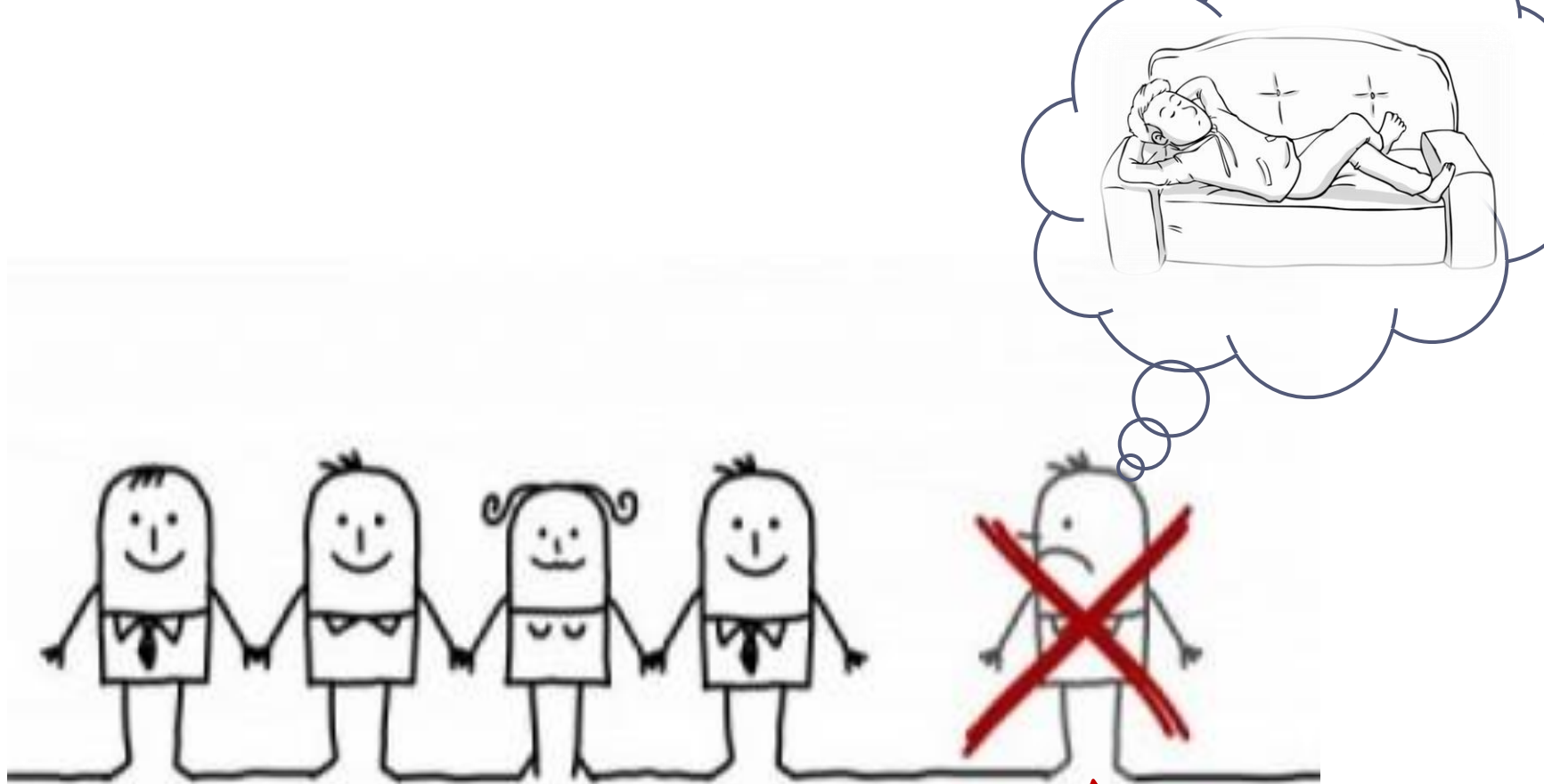


Your Grade

- X-Culture = 30% of the course grade
- 30% weekly surveys
 - 3% each
- 40% peer evaluations
 - Effort, intellectual contribution, leadership, friendliness, work done
- 30% report quality
 - Executive summary, economic viability, formatting, plagiarism

**EXERCISE.
NOT A TEST.**





Peer evaluations below 2.0.
Received a warning.
Peer evaluations below 2.0 next week.
Excluded from team.



Submit your file here.
Your similarity report will be ready in a few hours.

If more than 20% of your report has been copied and pasted and not properly referenced, it's bad.



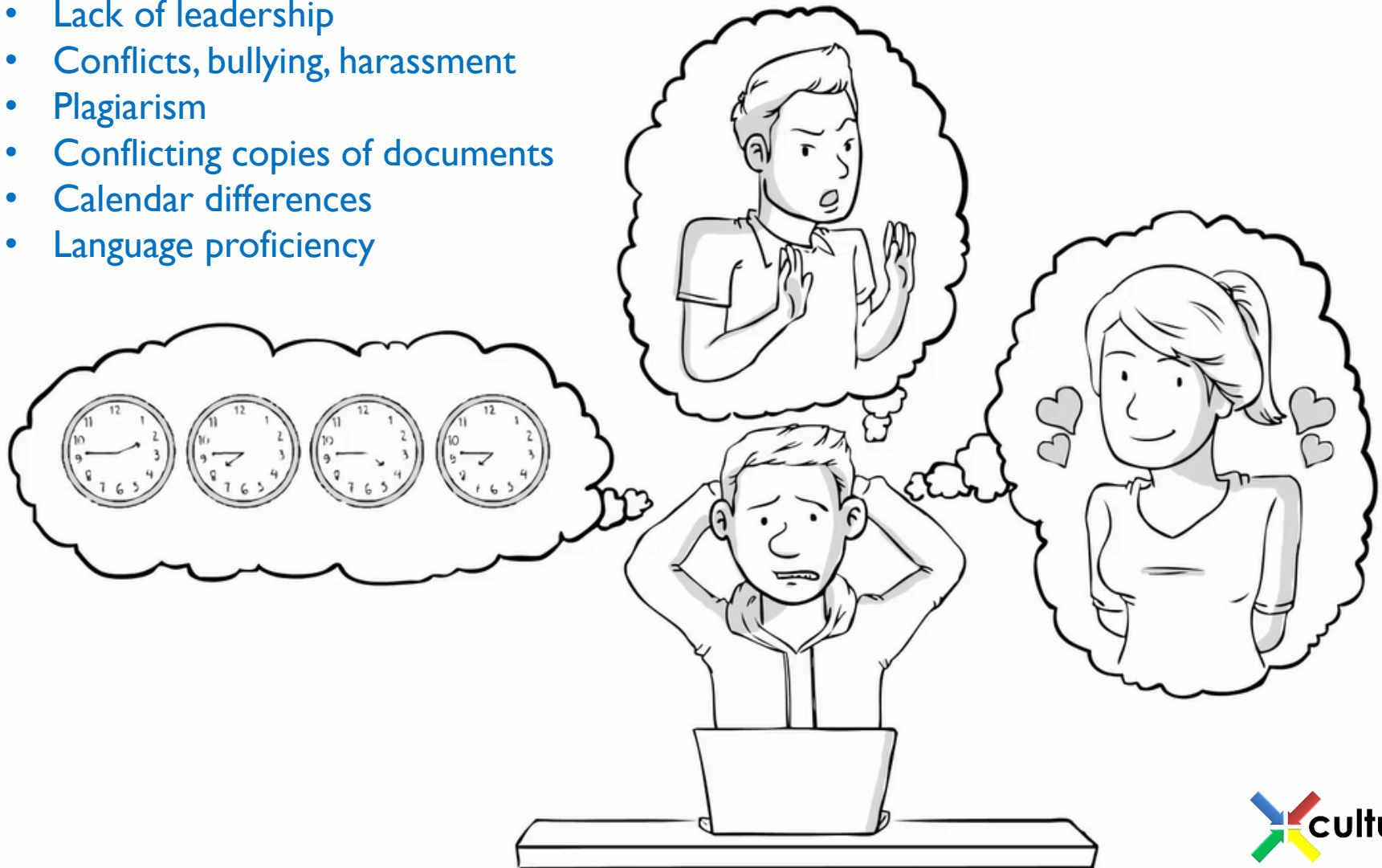
X-Culture Symposium





Will be overwhelming at times

- Time zones
- Email overload
- Free-riding
- Lack of leadership
- Conflicts, bullying, harassment
- Plagiarism
- Conflicting copies of documents
- Calendar differences
- Language proficiency





**It'll be OK
and totally worth it!**

NEXT STEPS:

1. Review project materials
 2. Take Readiness Test
 3. Contact team
- > Follow the Challenge Instructions

