

NC GLOBAL DISTINCTION

Angie Rudd, Gaston Community College

Region: Multiple

Course information and description: Information Technology

This course provides students with the business skills needed for success in the information technology field. Topics include portfolio development, resume design, interviewing techniques and professional practices. Upon completion, students should be able to prepare themselves and their work for a career in the information technology field.

Topics to be covered include:

- Skills employers are looking for
- Job Outlook
- Resume
- Online Brand
- Workplace Communication
- Teams
- Presentation Skills

Description of module:

To succeed in the Global Economy today, more companies are relying on a workforce that is geographically dispersed. Technology plays a role in the Connection Challenge. Technology makes it possible to be a part of the global economy.

Student Global Learning Outcomes (list 2-3):

1. To become familiar with companies in our immediate area that have a global presence.
2. To examine the 21st century economy and how technology has become the tool for the advancement of businesses in a global world.

Student Global Learning Activities:

1. Global Business – The World Is your Neighbor?

a. Objectives

- i. Recognize what the term “global business” means
- ii. Explain how technology is helping small and large business owners become part of the global economy.

b. Procedures

- i. Watch the TED talk “The Global Business next door”

https://www.ted.com/talks/scott_szwast_the_global_business_next_door?utm_campaign=tedsread&utm_medium=referral&utm_source=tedcomshare

- ii. Describe in terms of Business and Technology why “The World is your Neighbor”?

c. Assessment

	Exceeds	Meets	Does Not Meet
Ideas	*main idea is clear *supporting details *specific information	*main idea is stated *some supporting details *some important information is left out	*states the main idea but then goes off topic
Organization	*clear introduction, body, and conclusion *logical sequence of events	*introduction, body, and conclusion *generally clear sequence of events	*no organization
Conventions	*complete sentences *correct punctuation *correct spelling *correct grammar	*some errors in sentences, punctuation, spelling, or grammar	*many errors

d. Follow-up

i. Discussion Question

1. When you think "global company," what do you imagine? A massive conglomerate? A far-reaching tech corporation? Scott Szwast reveals that our image of the global business is wrong – 98% of US exporters are in fact companies with less than fifty employees. And yet, this only includes 1% of all US businesses. He explains why so many companies hesitate to leap across the border - and why they need to make the jump.

- a. Define in your own words what “global company” meant to you before you watched the video and contrast to your definition afterwards.
2. Respond to 2 other classmates’ posts.

2. Research companies in Gaston/Lincoln Counties that have a Global Presence (doing business outside of the US).
 - a. Objectives
 - i. Identify companies in our immediate area (Gaston/Lincoln Counties) who have a Global Presence.
 - ii. Classify these companies as either small or large.
 - iii. Describe the companies in context of having global presence.
 - b. Procedures
 - i. Pick 2 companies (1 small and 1 large) in our immediate region that have a global presence.
 - ii. For each company:
 1. Use the NC Live Database from the College Library to access the Business Market Research Collection to see if the company is a Public Company and access their Hoover's report.
 2. Where is company located?
 3. What is their product?
 4. How does the company have a global presence?
 5. How does technology play a role in their global presence?
 - c. Assessment

	Exceeds	Meets	Does Not Meet
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Organization	*clear introduction, body, and conclusion *logical sequence of events	*introduction, body, and conclusion *generally clear sequence of events	*no organization
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- d. Follow-up
 - i. Discussion Question
 1. Post your thoughts on what you found in terms of global operations as it affects small vs large businesses?
 - a. Describe briefly each company, where they are located, if it is small or large.
 - b. Describe each company's global presence?
 - c. Describe how technology plays a role in their global presence.
 2. Respond to 2 other classmates.

3. For the 2 companies that you chose, research some traditional business practices that need to be taken into considerations to facilitate global e-commerce
 - a. Objectives
 - i. Evaluate what global e-commerce means
 - ii. Apply e-commerce in terms of your research into traditional business practices.
 - b. Procedure
 - i. For the 2 companies that you chose discuss the following:
 1. Language and Culture
 2. Economic and Legal Environments
 3. Technology and Business Architecture
 4. Logistics in terms of advertising, selling, shipping
 - c. Assessment

	Exceeds	Meets	Does Not Meet
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- d. Follow-up
 - i. Discussion Question
 1. What role does technology play for business in global e-commerce?
 2. Give 3 examples of technology that is enabling small businesses to become global and explain.
 3. Respond to 2 other classmates.

4. Pick 1 of the companies you have researched and make contact
 - a. Objectives
 - i. Organize your research into applicable questions
 - ii. Analyze research on the company and identify information you could not find.
 - b. Procedure
 - i. Create 5 interview questions to find out more about the company that you couldn't find by online research and how they conduct business globally.
 - ii. Make contact with the company and ask your 5 interview questions. This can be via email or phone call.
 - c. Assessment

	Exceeds	Meets	Does Not Meet
Ideas	*main idea is clear *supporting details *specific information	*main idea is stated *some supporting details *some important information is left out	*states the main idea but then goes off topic
Organization	*clear introduction, body, and conclusion *logical sequence of events	*introduction, body, and conclusion *generally clear sequence of events	*no organization
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- d. Follow-up
 - i. Discussion Question
 1. Post your interview questions and the companies that you used.
 2. Respond to 2 other classmates.

5. Final Product – “The World is your Neighbor”

a. Objectives

- i. Assemble your research on what makes a company have a global presence.
- ii. Evaluate how technology has made having a global presence possible in terms of large and small businesses.

b. Procedure

- i. What makes the “The World is your Neighbor” possible in today’s world?
 1. Define “The World is your Neighbor”
 2. Discuss something you found interesting from your research.
 3. Thinking into the future do you see any new technologies starting to break ground that will make “The World is your Neighbor” better accessible?

c. Assessment

Points	10	7	3	0
Quality of Post	Appropriate comments: thoughtful, reflective, and respectful of others postings.	Appropriate comments and responds respectfully to other’s postings.	Responds, but with minimum effort (“I agree”).	No posting.
Relevance of Post	Posts topics relate to discussion topic; prompts further discussion of topic.	Posts topics that are related to discussion content.	Posts topics which do not relate to the discussion content; makes short or irrelevant remarks.	No posting.
Contribution to the Learning Community	Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic.	Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely.	Does to make effort to participate in learning community as it develops.	No feedback provided to fellow students.

d. Follow-up

i. Discussion Question

1. As students going into the technology field you need keep abreast of new emerging technologies in your specific area of interest. Post an emerging technology that you see impacting “The World is your Neighbor” in a positive way.
 - a. Explain the emerging technology and the impact you see it having.
2. Respond to 2 other classmates.

Resources and References used in the creation of the module (e.g. books, articles, etc.)

<https://hbr.org/2015/10/global-teams-that-work>

<https://www.encyclopedia.com/economics/encyclopedias-almanacs-transcripts-and-maps/global-presence-becoming>

https://www.ted.com/talks/scott_szwast_the_global_business_next_door?utm_campaign=tedspread&utm_medium=referral&utm_source=tedcomshare

<https://www.cia.gov/library/publications/resources/the-world-factbook/>

<https://data.worldbank.org/>