**The Globalization of a Corporation:**

**How a corporation of your choice has “gone global” — and with what effects**

This is a significant research project in which you investigate how a corporation of your choice has “gone global,” and with what effects — both in its “home” country, and in the countries in which it currently operates. In your analysis of your corporation, you must make use of at least 15 of the keywords we have studied in Matthew Sparke’s *Introducing Globalization*. You must place these keywords in bold type, and apply them correctly in your analysis. You must use at least 15 high-quality sources, and cite using the American Political Science Association (APSA) citation style. The paper should be about 10 pages, double-spaced, 12-point font, with 1-inch margins.

Your paper should be structured as follows:

Introduction:

Overview of the story of this corporation, and your thesis statement. What is the main argument you are making about this corporation and how it has “gone global”?

History:

Guiding questions to consider: When was this company founded? By whom? Where? Why was it founded in the particular place it was founded? Provide a brief summary of its early history before it “went global.”

Corporate profile:

Guiding questions to consider: Who are the executives and board of directors? What is their compensation? Is it a public private corporation? Who are the major stockholders? Where is the company headquarters, and where does it have facilities? What major products does it produce?

Going global:

Guiding questions to consider: When, why, and how did this company “go global”? That is, when did it move its operation from its home country to other countries, and which types of operations did it move? Why did it make the decision to make these moves? Does the company use a particular “discourse” around being global, or is it mostly silent about its global operations?

Global labor issues:

Guiding questions to consider: How are workers who work for this company or its subsidiaries/suppliers treated? How much are they paid? Is there any record of mistreatment of workers — e.g. underpayment, worker safety, mass layoffs? How does worker treatment vary depending on the place/country they work?

Global environmental issues:

Guiding questions to consider: What is the company’s environmental record? Has it ever been fined or investigated by the countries in which it operates? Has it ever been sued because of its environmental practices?

Organizing in response:

Guiding questions to consider: How have people organized in countries of the “Global North” where this company has a presence? How have people organized in countries of the “Global South” where this company has a presence? You should consider how people have organized around labor issues, environmental issues, and any other issues you discover over the course of your research.

Conclusion:

Tie it all together. Make some predictions about the corporation’s future, based on what you have discovered.