Case Study Assignment – GBA 440 – International Business
In this case study you will analyze a case in international business and submit it per the schedule in your syllabus. In your case study, you will need to address the questions by integrating the material into a coherent essay with an introduction, headings and a conclusion, in accordance with APA. The case study will assess your ability to understand, analyze and synthesize information to produce a clear and coherent conclusion. The case study must be no longer than 2 pages, double spaced, 12 point font, excluding the bibliography and title page. The case study analysis should be well structured, include some of your own research, and be grammatically correct. You will need to bring in information from the text as well as 3-4 outside sources that are relevant to the topic.