

## International Business

### *Mirror Mirror - Day 1*

#### *LAP mm1 – Company Organization and World Geography*



Name \_\_\_\_\_

Period \_\_\_\_\_

Date Started \_\_\_\_\_

Date Completed \_\_\_\_\_

#### **DoDEA Benchmark 3.11**

##### **Business/Computer Standard(s)**

- Analyze the scope of international business.
- Analyze the relationship of international organizations.

##### **Objectives**

- Discover the internal organizational structure of a multinational company and the nature of the organizations.
- Explain line and staff job titles and functions.
- Locate the six inhabited continents and the major oceans.
- Determine the economic regions of the United States and the economic characteristics of the six continents.
- Locate major cities on the six continents for new marketing initiatives.
- Interpret foreign business addresses and arrange them alphabetically by company name and country.
- Locate on a map of the United States that border domestic offices.

**Text** Mirror Mirror Incorporated – An International Office Simulation (MM)

**Resource** Day 1 – Company Organization and World Geography

**Time Frame** 4 hours (suggested)

Turn in completed activities as directed by instructor.

## Introduction

Many large companies find it worthwhile to invest in training programs for new employees. At Mirror Mirror you will participate in training designed to inform you about how a multinational business operates and also training in specific tasks performed by an administrative assistant.

### Read the following pages and complete the following questions on Worksheet 1

- \_\_\_\_\_ pp. 17-19 and complete Question 1
- \_\_\_\_\_ pp. 20-22 and complete Question 2
- \_\_\_\_\_ pp. 22-25 and complete Question 3
- \_\_\_\_\_ pp. 26-28 and complete Question 4-5-6
- \_\_\_\_\_ pp. 28-31 and complete Question 7-8
- \_\_\_\_\_ p. 33 and complete Question 9-10-11
- \_\_\_\_\_ p. 32 Vocabulary
- \_\_\_\_\_ Task 1-1 (See Worksheet for instructions)

#### *Self Assessment – “I/I can...”*

- discover the internal organizational structure of a multinational company and the nature of its organizations.
- be able to explain line and staff job titles and functions.
- be able to locate the six inhabited continents and the major oceans.
- determine the economic regions of the United States and the economic characteristics of the six continents.
- locate major cities on the six continents for new marketing initiatives.
- interpret foreign business addresses and arrange them alphabetically by company name and country.
- locate on a map of the United States that border domestic offices.

NAME \_\_\_\_\_  
INTERNATIONAL BUSINESS – Mirror, Mirror – DAY 1

**WORKSHEET 1**

All questions must be answered in complete sentences.

1) p. 18 Think and Write  
What is a *multinational* business?

p. 19 Think and Write  
Make a list of the positive and negative effects multinational corporations may have on the countries in which they are located.

POSITIVE EFFECTS	NEGATIVE EFFECTS

2) p. 22 Think and Write  
Look at the departments on the organizational chart on p. 23. In which department would you like to work—and why?

3) p. 24-25 Global Training Activity  
Using the map, write the letter that identifies each continent and ocean.

AFRICA		
ASIA		
AUSTRALIA		
EUROPE		
NORTH AMERICA		
SOUTH AMERICA		
ATLANTIC		
PACIFIC		
INDIAN		

- 4) pp. 27-28 Global Training Activity  
INTERNET ACTIVITY. Go to

<http://www.theodora.com/maps>

Search for the map of the US which shows the states and their names. (Print this map.)

List the nine regions—and the states in each region—below:

REGION	STATES

- 5) p. 28 Think and Write  
Which of these regions do you think will be the most important to the economic future of the United States—and why?

- 6) p. 28 Global Training Activity

Using your map printout, identify the location of the six US offices. (This information was given you earlier in the Fact Sheet from the company's annual report). Mark these locations on the map—using OF for offices, HQ for headquarters and MC for the manufacturing center.

- 7) pp. 30-31 Global Training Activity  
INTERNET ACTIVITY

Search the net for the PETERS PROJECTION.

When you have a picture of the Peters Projection on your screen, PRESS <Print Screen>

Open Microsoft WORD and on a new document, PRESS <Insert> and a copy of the map will appear in your WORD document. Save your WORD document. as WORLD

Read the information at the Peters Projection website. Using this information and an atlas, prepare a short report (on your WORLD document). There should be a paragraph on each continent, with the paragraphs in order according to the size of the continent (eg, largest continent in first paragraph, smallest in the last paragraph). Each paragraph should contain the percent of the world's population that is on the continent and what you think will be the importance of that continent in the next 10 years—and why you hold this opinion. (*Hint: think about natural resources, problems, etc.*)

8) p. 30 Global Training Activity

Return to <http://www.theodora.com/maps> and open the large world map.

SAVEAS H:\WMAP

Open a new WORD document

From the INSERT MENU, choose PICTURE, from FILE and your world map should appear in your WORD document.

Below the map, list the cities and countries in which Mirror, Mirror has an overseas office.

SAVE and print the document.

Mark the locations of the overseas offices on the map.

9) p. 33 Preparation

List of Foreign Made Goods

ITEM	COUNTRY OF ORIGIN

TASK1-1 Follow instructions.

ASIA	
City	Country

AFRICA	
City	Country

EUROPE	
City	Country

SOUTH AMERICA	
City	Country