



## Integrating Videos into Your Course Curriculum Related to Global Business & Management



The following suggested topics can be added to any curriculum for teaching courses on global business and management that cover the fundamentals of international business and multinational firm management at the two- and four-year undergraduate and MBA levels.

Our suggested outline and digital content cover critical aspects of building, leading, and managing a thriving global organization in an increasingly complex environment. Our methodology seeks to address the seismic changes taking place on global, national, and local levels that challenge long-held and fundamental assumptions about global trade, globalization, economics, and cross-cultural management.

Blended learning enables global educators to integrate instructor-led classes with our proprietary, digital supplemental resources designed to speak with authenticity to technologically savvy students who see national borders as bridges and not barriers.

## INTRODUCTION TO GLOBAL BUSINESS & MANAGEMENT

- 1 **What Is International Business & Global Management?**
- 2 **Debate on Globalization**
  - ▶ What is Globalization?
  - ▶ [Atma Insights Debate on Globalization](#)
  - ▶ Opportunities and Challenges of Globalization
- 3 **Navigating Ethics and International Business**
  - ▶ A Framework for Ethical Decision-Making
  - ▶ What Ethics Is Not
  - ▶ [Atma Insights Global Business Ethics](#)
- 4 **Understanding How Culture Impacts Local Business & Management Practices**
  - ▶ [Atma Insights Brazil Foreign Manager](#)
  - ▶ [Atma Insights China Management Practices](#)
  - ▶ [Atma Insights France Management Practices](#)
  - ▶ [Atma Insights Japan Management Practices](#)
  - ▶ [Atma Insights Mexico Management Practices and Hierarchy](#)
- 5 **What Does It Mean to be a Global Manager?**
  - ▶ Coming Soon! Video: Developing a Global Mindset: Going Global vs. Being Global

## UNDERSTANDING WORLD ECONOMIES

- 1 **Classifying World Economies**
- 2 **Understanding the Developed World**
  - ▶ [Atma Insights France Economy](#)
  - ▶ [Atma Insights Spotlight on Germany](#)
  - ▶ [Atma Insights Singapore Economy](#)
- 3 **Developing World**
  - ▶ [Argentina and Ecuador: Understanding the Currency Crisis](#)
- 4 **Emerging Economies**
  - ▶ [Atma Insights Spotlight on Brazil](#)
  - ▶ [Atma Insights Spotlight on China](#)
  - ▶ [Atma Insights Spotlight on India](#)
  - ▶ [Atma Insights Beyond Apartheid in South Africa](#)
- 5 **How Do Developing Countries Become Emerging Markets?**
  - ▶ [Atma Insights Global Economies](#)
- 6 **Global Finance & Trade**
  - ▶ Coming Soon! Video: Exploring the G20
  - ▶ [Atma Insights Understanding Digital Currency](#)

## IMPACT OF CULTURE ON GLOBAL BUSINESS & MANAGEMENT

- 1 **What Is Culture and Why Does It Matter?**

Culture is a shared set of attitudes, beliefs, values, mindsets, and practices of a group, including the behavior patterns and norms that are specific to that group. Gaining cultural awareness means having an understanding of another culture's values and perspective—a key component in successful interactions. Explore how culture is defined.

  - ▶ [Atma Insights What is Culture?](#)
  - ▶ [Atma Insights Why Does Culture Matter?](#)
  - ▶ [Atma Insights How Do Others See My Culture?](#)
- 2 **Understanding Ethnocentrism**
  - ▶ [Atma Insights Understanding Your Own Frame of Reference](#)
- 3 **What Kinds of Culture Are There?**
  - ▶ [Atma Insights Culture Consists of Many Factors](#)
  - ▶ [Atma Insights Each Person Belongs to Several Cultures](#)
- 4 **What Are the Key Methods Used to Describe Cultures?**

Explore the analytical methods commonly used in business cultural anthropology to describe cultures, including high-context versus low-context, verbal and physical communications, individualistic versus collectivist societies, and power distance.

  - ▶ [Atma Insights Me vs. Us](#)
  - ▶ [Atma Insights Hierarchy and Authority](#)
  - ▶ [Atma Insights High-Context vs. Low-Context Communications](#)
  - ▶ [Atma Insights Culture's Impact on Body Language](#)
  - ▶ [Atma Insights Interpreting Eye Contact](#)
  - ▶ [Atma Insights Standing & Space](#)



### Need help incorporating our award-winning resources into your curriculum?

Use the form to provide your course and email, and we'll develop a list of videos customized specifically for your students!

[CONTACT US TO GET YOUR CUSTOMIZED COURSE](#)



**ATMA INSIGHTS** provides proprietary videos on specific country, culture, and business topics.

**COMING SOON:** Australia, Canada, Indonesia, Saudi Arabia, South Korea, and more!

**Atma Insights is compatible with all business and management learning sources, including the following textbooks:**



- ▶ [Global Management by Sanjyot P. Dunung](#)
- ▶ [International Business by Mason Carpenter & Sanjyot P. Dunung](#)
- ▶ [International Business by Ricky Griffin & Michael Pustay](#)
- ▶ [International Business by John Wild, Kenneth Wild, & Jerry Han](#)
- ▶ [International Management by Helen Deresky](#)
- ▶ [International Management by Fred Luthans and Jonathan Doh](#)
- ▶ [Management by Gary Dessler](#)
- ▶ [Multinational Management by John Cullen and K. Praveen Parboteeah](#)