

Help your students stay current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help them analyze what they learn in the classroom and apply it to the real world. Here are some time-saving suggestions for using FORTUNE in your courses. Each can be used with large lecture classes or small seminars.

Global Business Topics

1. INDUSTRY

ACTIVITY

Examine the globalization of a specific industry or company profiled in FORTUNE.

Have students identify the total size of the market and its geographic boundaries (local, regional, national, and global).

Have students examine the market growth rate (past, present, and projected).

Ask students to make a prediction about the future of the industry or company.

2. COMPETITION

ACTIVITY

Have students interpret charts, graphs, statistics, and maps in FORTUNE that deal with global competition.

QUESTION

How can U.S. companies better prepare themselves to compete in the global markets of the future?

3. DIVERSITY

ACTIVITY

Discuss the value of diversity in growing a business.

QUESTIONS

Can diversity create innovation and enhance communication?

What strategies could students suggest to develop and encourage diversity in a company with global interests?

4. JOB SEARCH

ACTIVITY

Ask students to imagine applying for an overseas position with a company profiled in FORTUNE.

QUESTIONS

How would the students sell themselves through their résumé, cover letter, and the interview?

What insights about the company have they gained by reading FORTUNE?

What insights about working overseas have they gained by reading FORTUNE?

5. DEREGULATION

QUESTIONS

Is privatization good for the international economy?

What lessons from the deregulation of the U.S. telecommunications and airline industries can be applied to other American industries, such as the post office and railroads?

What lessons regarding deregulation can be learned from the U.S. and applied to the U.K., Italy, France, Germany, and the states of the former Soviet Union?

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EDUCATION PROGRAM

105 Terry Drive, Suite 120 • Newtown, PA 18940
1-800-416-5138 • FAX: 1-215-579-8589 • fortune@fortuneeducation.com