



Unit 1

GB500 | Business Perspectives

Unit 1 Assignment

Paper: Business Success in The New Normal

Business success in the increasingly complex global economy, demands a high degree of productivity and effectiveness from all employees, both on an individual level as well as performance in teams. Rhodes (2010) supports this thought:

As the world fitfully rebounds from the Great Recession, many global managers are confronting a “new normal”: the prospect of slow growth for many years to come. Managing in this new era will be different – and much will rest on how willing CEOs and their executive teams are to stray from their comfort zone and challenge their traditional ways. (para 1)

Ollila (2013) adds this comment “For the future **challenges** the **world** faces are complicated and **global** in scope. They cross borders. They potentially affect all of us. They will require far more collaboration between government, business and civil society — not less” (para 1).

In your Reading for this week you have learned about teams and challenges to business success. For this 3–4 page (not including cover and reference pages) APA compliant paper, respond to the following:

1. The most significant challenge(s) you see in this rapidly changing global economy to business success for startup companies seeking to expand globally. Your thoughts and hypothesis on these challenges should be supported by at least two scholarly sources in addition to the Reading for this week to achieve a high degree of credibility.
2. Describe the skills that will be needed by leaders, individuals, and teams to overcome these challenges. Support your thoughts with research from at least 2 scholarly sources in addition to the Reading for this week to achieve a high degree of credibility.
3. Provide information on the skill strengths you have uncovered in your Insights Profile that relate to the skills needed for future success. Provide information the development needs that you uncovered in the Insights Profile that may hinder your ability to be successful, and your initial plans on how you will work toward reducing these development needs
4. Conclude by providing specific examples of how you can use this information to achieve successful performance in the Marketplace simulation.

For assistance on APA format visit the Kaplan Writing Center ([click to learn about APA from the Writing Center](#)).

Submit your paper to the Unit 1 Assignment Dropbox.

References

Ollila, J. (2013). Facing up to our global challenges in a volatile world. *Vital Speeches of the Day*, 79(1), 15-18.
Rhodes, D. (2010). The "new normal" requires a new mindset. *Ivey Business Journal*, 74(4), 26.

Grading Rubric

The rubric seen below is representative of the information seen in **Individual Focus Paper Rubric** area of the **Syllabus**. Please refer to the Syllabus for additional information.

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Criteria	Maximum Points
1. The most significant challenge(s) you see in this rapidly changing global economy to business success for startup companies seeking to expand globally. Your thoughts and hypothesis on these challenges should be supported by at least two scholarly sources in addition to the Reading for this week to achieve a high degree of credibility.	25
2. Describe the skills that will be needed by leaders, individuals, and teams to overcome these challenges. Support your thoughts with research from at least 2 scholarly sources in addition to the Reading for this week to achieve a high degree of credibility.	25
3. Provide information on the skill strengths you have uncovered in your Insights Profile that relate to the skills needed for future success. Provide information the development needs that you uncovered in the Insights Profile that may hinder your ability to be successful, and your initial plans on how you will work toward reducing these development needs.	20
4. Conclude by providing <u>specific examples</u> of how you can use this information to achieve successful performance in the Marketplace simulation.	10
5. Writing style, research, grammar, APA format, and citation style compliance.	20
Total	100