

Course Code: MBA5102-8

Course Start Date: 10/31/2016

Section: Globalization and Culture

Week: 2

Activity: Prepare a Critical Analysis of a Case Study

Activity Due Date: 11/13/2016

Activity Description

Using the required readings and a minimum of two external professional or scholarly resources, provide a critical analysis of Mattel's Barbie Goes to China case study.

- Provide an introduction briefly describing the problems Mattel faced.
- Use the required readings and two external resources of your choice (not Wikipedia) to identify six cultural issues that U.S. businesses must address before attempting to sell their products internationally. Include citations in your analysis.
- Assess how Mattel performed on the six issues that you identified.
- Conclude with a summary and recommendations.
- Remember to include a references page.

Length: 3-5 pages not including assignment cover sheet, title page, and references page. Begin your assignment with the NCU cover sheet, followed by a title page, and then an introduction, where you will state the purpose of the paper. Use topic section headings for each of the bullets (centered and bolded). Remember to cite your sources within the text of your document. End with a concluding paragraph, followed by the references page. If you have in-text citations, they must appear on the references page.

Your response should demonstrate thoughtful consideration of the ideas and concepts presented in the course by providing new thoughts and insights relating directly to this topic. Your response should reflect professional business writing and current APA standards.

Upload your assignment using the Upload Assignment button below.

Learning Outcomes

- 1.0 Evaluate current and future global trends and the business challenges that ensue.
- 4.0 Discuss ways in which organizations might adapt to the changing environment of business in the twenty-first century.

Resources

Articles	
Reference	Instruction
Strojilova, P., & Rafferty, P. D. (2013). People strategy: Understanding voluntary turnover in organizations using an illustrative case study. http://proxy1.ncu.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=93701536&site=eds-live	Optional: Read Article

Websites	
Reference	Instruction
Voigt, K. (November 21, 2012). What do Chinese consumers want? Not Barbie. http://edition.cnn.com/2012/11/21/business/china-consumers-barbie/	Read Website Resource
Wang, H. (October 24, 2012). Why Barbie stumbled in China and how she could reinvent herself. http://www.forbes.com/sites/helenwang/2012/10/24/why-barbie-stumbled-in-china-and-how-she-could-re-invent-herself/	Read Website Resource
Kaplan, D. (January 17, 2013). Mars incorporated: A pretty sweet place to work. http://fortune.com/2013/01/17/mars-incorporated-a-pretty-sweet-place-to-work/	Optional: Read Website Resource
Partridge, A. (August 9, 2011). Case study: Zappos' company culture delivers happiness. http://enviableworkplace.com/case-study-zappos-company-culture-	Optional: Read Website Resource

delivers-happiness/

Document/Other	
Reference	Instruction
MBA5102-8 Assignment 2 Template	Download Template for assistance with assignment completion
MBA5102-8_Assignment_2_Template.docx	
The CEOShowTV. (February 8, 2013). The best of corporate culture [Video File]. https://www.youtube.com/watch?v=XzkfjxO82O4	Optional: View Video