

Course Code: MBA5102-8

Course Start Date: 10/31/2016

Section: Globalization and Culture

Week: 1

Activity: Examine Industry Market Leaders

Activity Due Date: 11/06/2016

Activity Description

In this week's Books and Resources, the Statista website lists 36 popular industries with links to descriptions and further information on those industries. In this first assignment, you are tasked with selecting an industry from that list that you believe is the most global of those industries based on criteria provided by Dontigney (2014). Then, support your selection with facts about your industry from the required resources and at least two additional resources of your choice (do not use Wikipedia because it is not considered a scholarly website). In your report, be sure to include the following:

Select an industry from Statista's 36 popular industry list on the left hand side that you believe to be one of the most global in nature. Then, provide a brief description of that industry (beyond the one already provided by Statista), along with a brief discussion about the competitive environment among the top two to three market leaders in that industry.

Compose a list of characteristics that makes the industry one of the most global in nature as compared to others on the list.

Based on Tetenbaum and Laurence's (2011) description and discussion of *chaos*, would you describe the environment of your industry pick as chaotic? Why or why not?

Length: 2-3 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.

Resources

Books	
Reference	Instruction
() American Psychological Association. (2010). Publication manual of the American Psychological Association (6th ed.).	Recommended Resource

Articles	
Reference	Instruction
Tetenbaum, T., & Laurence, H. (2011). Leading in the chaos of the 21st century. http://proxy1.ncu.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edb&AN=60026614&site=eds-live	Read Article

Websites	
Reference	Instruction
Dontigney, E. (2014). Global industry definition. http://www.ehow.com/facts_6864353_global-industry-definition.html	Review Website
Statista. Industry overview. http://www.statista.com.proxy1.ncu.edu/markets/	Review Website
Learn the Library http://library.ncu.edu/dw/index/170	Recommended Resource

Library FAQs http://library.ncu.edu/faq/index	Recommended Resource
Library Workshops http://library.ncu.edu/schedule/	Recommended Resource
Northcentral Academic Integrity Policy. Northcentral University. http://learners.ncu.edu/public_images/learner_portal/AI_Policy_for_Learners/Academic_Integrity_Policy.htm	Recommended Resource
Northcentral Academic Integrity Questionnaire. Northcentral University. http://learners.ncu.edu/quiz/?qb_header_id=14	Recommended Resource
Northcentral Academic Integrity Tutorial. Northcentral University. http://learners.ncu.edu/public_images/learner_portal/AI_Tutorial/Academic_Integrity_Tutorial.htm	Recommended Resource
Successful vs. unsuccessful paraphrases http://writing.wisc.edu/Handbook/QPA_paraphrase.html	Recommended Resource

Document/Other	
Reference	Instruction
APA Tool Kit MBA5102-8_APAToolkit.pdf	Download and save to incorporate this information into your written assignments
Gallagher, J. and Krueger, P. (2013). The global market - Academic video online [Video File]. http://search.alexanderstreet.com.proxy1.ncu.edu/business-economics/view/work/2093800	View Video
Johnson, D. (2015, May 23). How to cite in APA [Video file]. https://www.youtube.com/watch?v=R4vZk56Q4-M	Watch video and incorporate into your written assignments for in-text citations
MBA5102-8 Assignment 1 Template MBA5102-8_Assignment_1_Template.docx	Download Template for assistance with assignment completion
Reference Page Tips MBA5102-8Reference_Page_Tips.pdf	Download and save to incorporate this information into your written assignments