**Assignment: Take a real-life company to analyze its doing business in global markets**

**Company:** Choose a well-known company as assigned below

**Instructions:** Analyze the selected company using the following framework.

1. **Overview of the Company:**
   - Briefly describe the company's history, mission, core values, products, etc

2. **Doing business in global markets**
   - Identify and explain how the company has done the business in global markets. How does it create and deliver value to its customers?
   - Analyze the company's target market. Who are its primary customers, and what are their needs?
   - Discuss the competitive landscape. Who are the main competitors, and what differentiates this company from them?
   - Evaluate the company's marketing strategies. What marketing mix elements (product, price, place, promotion) does it employ, and how effective are they?
   - Analyze their ways of distributing goods/services to customers and promotion/marketing channels through social media

3. **Management Practices:**
   - Analyze the company's management structure. How does the leadership style influence company culture and employee engagement?

4. **Ethics and Social Responsibility:**
   - Discuss the company's approach to corporate social responsibility. What initiatives has it taken to address social and environmental issues?

5. **Future Outlook:**
   - Based on your analysis, what do you predict for the company's future?

   As agreed in the previous lecture, students will be assigned to research these below companies

| Student name | Chosen company | Student name | Chosen company |
|---|---|---|---|
| Bich Hien | Airbnb | Nhu Y | Walmart |
| Vo Nhi | Amazon | Thanh Danh | Apple |
| Phuong Vy | Spotify | Hoang Minh | Nvidia |
| Minh Nhan | Uber | Khanh Dan | Google |
| Hoang Duy | Facebook | | |

# Essay Guidelines

**Assignment Title:** Introduction to Business Midterm Essay

**Objective:** To analyze a real-life company using various business concepts and frameworks learned in the course.

## Essay Structure:

1. **Title Page:**
   - Title of the essay
   - Student's name
   - Course name and code
   - Instructor's name
   - Date of submission

2. **Introduction**
   - Introduce the company you have chosen.
   - Provide a brief overview of what the essay will cover.
   - State the purpose of the essay.

3. **Main Body**
   - Overview about the company
   - Doing business in global markets
   - Management Practices
   - Ethics and Social Responsibility
   - Future Outlook

4. **Conclusion**
   - Summarize key findings from the analysis.
   - Restate the importance of understanding the company in the context of business principles.

5. **References:**
   - List all sources cited in the essay in a proper citation format (APA, MLA, etc.).

## Formatting Requirements:

- **Length:** 3,000 to 5,000 words (excluding title page and references).
- **Font:** Times New Roman, 12-point size.
- **Spacing:** Double-spaced.
- **Margins:** 1-inch margins on all sides.
- **Page Numbers:** Include page numbers in the bottom right corner.

**Evaluation Criteria:**

- **Content Understanding:** Depth of analysis and understanding of business concepts.
- **Structure and Organization:** Clear and logical flow of information.
- **Research Quality:** Use of credible sources and proper citation.
- **Writing Quality:** Clarity, coherence, grammar, and spelling.

|  | Assessment | Needs significant revision | Needs improvement | Satisfactory pass | Good pass | Exceptional pass | Overall score |
|---|---|---|---|---|---|---|---|
| Characteristic | Score ( /10) | (0) | (1/4) | (1/2) | (3/4) | Full score |  |
| **Criteria 1: Understanding global business** | **7/10** |  |  |  |  |  |  |
| Overview about the company | 0.5 |  |  |  |  |  |  |
| Doing business in global markets | 3 |  |  |  |  |  |  |
| Management Practices | 1 |  |  |  |  |  |  |
| Ethics and Social Responsibility | 1 |  |  |  |  |  |  |
| Future Outlook | 0.5 |  |  |  |  |  |  |
| **Criteria 2: Add your own opinions to analyze** | **2/10** |  |  |  |  |  |  |
| **Criteria 3: Essay format is concise, well-organized, grammar-free errors and have clear references** | **1/10** |  |  |  |  |  |  |
| **Total score** | **10/10** |  |  |  |  |  |  |