

Designed for instructors who want to go beyond the facts and figures in standard textbooks, this affordable paperback is a unique teaching resource that adds a real life dimension to courses in international business. It can be used to supplement any basic textbook on International Business or International Management. The book begins with a description of the role of experiential learning in the classroom, along with a brief overview of key concepts in international business. The main part of the text consists of 24 hands-on experiential exercises, 7 projects, and 5 mini case studies--all designed for in-class use. The result is a teaching tool that will enliven the classroom and enhance students experience of the global business environment. As the author notes in the Preface: Some of the exercises and projects...are intended for larger groups, some for smaller; some are done individually, others in groups; some are done entirely in class, some involve limited outside work, others may be prepared entirely outside class; some involve class presentations, others written assignments; some are short, others can take several hours. The intent has been to prepare a variety of exercises and projects so the instructor can choose those that are most appropriate for a particular course and group of students.

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