

Module Title:	Global Business Strategy and Responsibility: Historical Perspectives
Module Convenor:	Professor Teresa da Silva Lopes
Assessment:	Oral Assessment – ‘Non-Attending Students’
Time:	20 minutes
Date of Oral exam:	8 May 2024, 14.00 hours
Weighting:	100%

Important information

Date of the oral assessment for ‘Non-Attending Students’ **8 May 2024, 14:00 hours**

If you are unable to attend the oral exam on the date above indicated because of Exceptional Circumstances, you should contact Professor Gustavo Piga. If unforeseeable and exceptional circumstances do occur, you must seek support and provide evidence as soon as possible at the time of the occurrence. Applications must be made before the deadline to be considered.

Criteria of evaluation of the oral assessment:

- 10%** - **Presentation skills and clarity of communication:** ability to communicate ideas clearly, concisely, and persuasively.
- 30%** - **Application of knowledge to real world examples and arguments:** demonstrate an ability to apply a body of knowledge, concepts and frameworks taught in the classes with relevance to real-world cases.
- 20%** - **Historical approach:** ability to demonstrate an understanding of how the historical context shaped events and decisions in global business, and how that impacted on its evolution over time.
- 30%** - **Critical analysis and evaluation of alternatives:** capacity for critical analysis, evaluation of alternatives, and synthesis of diverse perspectives. Look for evidence of logical reasoning, sound judgment, and the ability to weigh the pros and cons of different courses of action in international business contexts.
- 10%** - **Engagement and participation in discussion:** level of engagement, participation, and interaction during the oral exam. Consider whether the examinee actively listens to questions, responds thoughtfully, engages in meaningful dialogue, and demonstrates openness to feedback and alternative viewpoints.

Introduction and Learning Objectives

The purpose of this oral assessment is to appraise your knowledge and understanding of the materials covered in the module, your ability to apply the theories, frameworks, and concepts to real world situations, drawing on historical perspectives.

The Assessment

You will be asked questions relating to all the classes in 'Global Business Strategy and Responsibility: Historical Perspectives'. Most of the questions will focus on the 'Key Readings' (including case the studies), but there will also be some questions relating to the 'Other Recommended Readings'.

END OF INSTRUCTIONS FOR ORAL ASSESSMENT

PART II. ONLY for those students who have been asked to answer additional questions.

Word limit: 500 words (excluding references etc) (additional to 2000 words from Part I)

Reflecting on ONE the three case studies discussed in the classes - Singer Sewing Machine in Russia, United Fruit Co. in Guatemala, or Aristotle Onassis and the Greek Shipping Industry - answer the following TWO questions:

1. What are the main lessons from the past relating to the case study?
2. Can those lessons be applied to present day multinational business? Explain how, and provide illustrations.