

ALEXANDER STREET **International Business Online**

Applied multimedia content for international business studies

International Business Online is a learning database, curated by business experts, that synthesizes for the first time online the world’s highest quality applied multimedia content for the study of international business. This collections maps 4000 learning items to the modern international business syllabus. Included are primary source documents, textbooks, book chapters, cases from well-known case providers like the Kellogg School of Management, corporate training videos, instructional films, sample business documents, research reports and self-assessments. *International Business Online* is designed to make top-quality learning materials easily and quickly discoverable to enhance all forms of in-class and online learning. The collection also collates an array of supporting teaching resources—such as case teaching notes—in a helpful faculty user guide.

Included materials are from the best-known names in international business education, including case studies from the Thunderbird School of Management and instructional video from Atma Global. Materials are among the newest available, with more than 80 percent published 2009 or later, with the older content representing classic cases and authors or seminal texts that shaped the discipline, ensuring users have access to the documents that best support today’s rapidly changing international business environment.

CORE SYLLABUS TOPICS INCLUDE

Introduction to International Business	Economic and Socioeconomic Forces	Global Strategy and Management	International Institutions
Global Operations Management	International Finance and Accounting	Political and Legal Forces	International Monetary System
Ethics, Sustainability and Social Responsibility	Assessing and Analysing Foreign Markets	Foreign Direct Investment & International Trade	Globalisation
Global HRM	Global Marketing	Cultural Forces	AND MORE!!!

EXAMPLE

Prepare your students for specific regional engagement by using video in classes, such as:

- ▶ **“Introduction to Business in Singapore”** produced by Atma Global, in Introduction to International Business (New York, NY: Atma Global, 2013)
- ▶ **“Singapore Foreign Manger”** produced by Atma Global (New York, NY: Atma Global, 2014)
- ▶ **“Singapore Networking”** produced by Atma Global (New York, NY: Atma Global, 2013)

And using the readings to support your teaching, such as:

- ☞ **“Singapore: Government and Legal System”** written by Atma Global (New York, NY: Atma Global originally published, 2013)
- ☞ **“Singapore Typical Workday”** written by Atma Global (New York, NY: Atma Global originally published, 2013)

OTHER SAMPLE TITLES

- 🔗 **“Global Brand Management: Best Practices and Learning from Efforts to Build the Business “Over There”** by Evan Meagher, Eric Leininger and Julie Hennessy (Evanston IL: Northwestern University, Kellogg School of Management originally published 2012)
- ▶ **“The Fortis Files”** produced by VTR (Surrey, England: Journeyman Pictures, 2012)
A shocking investigation into the series of events that brought a banking giant to its knees.

TOOLS FOR TEACHING AND LEARNING

- ✓ Controlled vocabularies and semantic facet browsing allow users to discover new materials and find exactly what they need.
- ✓ Shareable playlists add all of your favourite films and clips into an online playlist so you can easily share the link or slide it seamlessly into any syllabus or LMS.
- ✓ Searchable transcripts, annotation tools, and an instant citation exporter all empower users to make new connections and share what they have discovered with each other.
- ✓ Embed features allow for easy LMS integration.
- ✓ Downloadable user guides help expedite course integration.
- ✓ Clip maker creates video clips with a single click, automatically populating title and abstract information.
- ✓ Easy export citation allows you to export, download and email full accurate citations in APA, Chicago and MLA formats.

ACCESS POINTS FOR RESEARCH AND DISCOVERY SPECIFIC TO THIS COLLECTION

Search by syllabus topic, specialized area of interest, person discussed, organization, industry, content type and more. With our semantic indexing and searchable transcripts you can hone in on exactly the content you want for your course.

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<http://alexanderstreet.com/sites/default/files/resources/bib%20-%20International%20Business%20Online%2014-0715.xlsx>

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