

Peng GLOBAL BUSINESS 3E Case Matrix for IB Courses Prepared by Author (Final: 5/15/2012)

Cases refer to the longer “Integrative Cases” and do not refer to the shorter “Chapter Opening Cases” and “Chapter Closing Cases.” Although Integrative Cases are relatively longer, they are still substantially shorter and more to the point than the typical Harvard and Ivey cases. The average Integrative Case has about 3 printed pages.

EM = Emerging markets focus (not BRIC specific) CHN = China **Non-EM:** CAN = Canada
 AFR = Africa IND = India EU = European Union
 BRA = Brazil KOR = South Korea GER = Germany
 CEE = Central & Eastern Europe RUS = Russia JPN = Japan

(Given our **emerging markets** focus, the book and the cases can be easily used for an **emerging markets** course)

	Suggested case series 1	Suggested case series 2
Ch 1 Globalizing business	IC1.1 Coca-Cola in Africa (AFR)	IC1.5 Microsoft in China (CHN)
Ch 2 Understanding formal institutions: Politics, laws, and economics	IC1.2 Whose law is bigger (EU)	IC1.3 Fighting counterfeit motion pictures (EM)
Ch 3 Emphasizing informal institutions: Cultures, norms, and ethics	IC1.5 Microsoft in China (CHN)	IC3.2 Private military companies (GLOBAL)
Ch 4 Leveraging resources and capabilities	IC1.4 Brazil’s Embraer (BRA)	IC3.3 Amazon, Bookoff, and Japanese bookselling industry (JPN)
Ch 5 Trading internationally	IC2.1 Canada and the US fight over pigs (CAN)	IC2.5 The EU-Korea free trade agreement (EU/KOR)
Ch 6 Investing abroad directly	IC2.2 Foreign direct investment in the Indian retail industry (IND)	IC2.3 The fate of Opel (GER)
Ch 7 Dealing with foreign exchange	IC2.4 Jobek do Brasil’s foreign exchange challenges (BRA)	----
Ch 8 Capitalizing on global and regional integration	IC2.5 The EU-Korea free trade agreement (EU/KOR)	IC1.2 Whose law is bigger (EU)
Ch 9 Growing and internationalizing the entrepreneurial firm	IC3.2 Private military companies (GLOBAL)	IC3.1 Wikimart (RUS)
Ch 10 Entering foreign markets	IC3.3 Amazon, Bookoff, and Japanese bookselling industry (JPN)	IC4.4 Sino Iron: Engaging stakeholders in Australia (CHN/AUS)
Ch 11 Managing global competitive dynamics	IC3.5 Is a diamond (cartel) forever? (AFR)	IC3.4 Huawei’s intellectual property war (CHN)
Ch 12 Making alliances and acquisitions work	IC3.7 Geely’s acquisition of Volvo (CHN)	IC3.6 The TNK-BP joint venture (RUS)
Ch 13 Strategizing, structuring, and learning around the world	IC3.8 Hilton welcomes Chinese travelers (CHN)	IC4.1. ESET (CEE)
Ch 14 Competing on marketing and supply chain management	IC4.1. ESET (CEE)	IC3.8 Hilton welcomes Chinese travelers (CHN)
Ch 15 Managing human resources globally	IC4.2 Dallas versus Delhi (IND)	IC4.5 Foxconn (CHN/TWN)
Ch 16 Financing and governing the corporation globally	IC 4.3 Microfinance (EM)	----
Ch 17 Managing corporate social responsibility globally	IC4.4 Sino Iron: Engaging stakeholders in Australia (CHN/AUS)	IC3.5 Is a diamond (cartel) forever? (AFR)