

William and Camille's Update

COMM 498

William Clinton Co

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Abstract

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Table of contents

1 Camille's Recomndataions	1
1.1 Roleplay	1
1.1.1 Interactive trade or market entry game	1
1.1.2 International crisis response simulation	2
1.1.3 Final Project - International Expansion Case	2
1.1.4 Notes & suggestions:	2
2 House Keeping	2
3 Slides	2
3.1 Class 1	2

1 Camille's Recomndataions

1.1 Roleplay

students have now learned about how firms act when engaging in IB; they should apply and test this knowledge in roleplay situations; professor evaluates how effective their choices are and whether this accurately reflects real decisions.

1.1.1 Interactive trade or market entry game

Turn international market analysis into a competitive activity where teams act as firms choosing where to expand. Each country option has different risk-reward profiles (tariffs, cultural barriers, supply chain complexity), and teams justify their choices. Makes theoretical frameworks more tangible. Acts as a low-stakes preliminary activity for final project - gets students acquainted with this, may assist them in ideation or execution of this project.

1.1.2 International crisis response simulation

Present a scenario involving a sudden geopolitical, economic, or health-related disruption. Students take on roles (e.g., regional director, risk analyst, COO) and collaborate to draft a real-time global adaptation strategy (encourages fast thinking and practical problem-solving).

1.1.3 Final Project - International Expansion Case

Objective: Apply strategic analysis tools to identify and solve a company's core business challenges within an international context, resulting in a recommendation that addresses both firm-specific and global market dynamics

1.1.4 Notes & suggestions:

- Rubric could include section on presentation of case report (eg. visuals, organization of information, logical flow of report).
- Could include contingency analysis: missing a risk assessment and plan to mitigate potential challenges.
- Important to consider how implementation would vary under conditions of different nations (political situation, tastes, social & economic factors)

2 House Keeping

William will be available for COMM 498, Term 1, Tuesdays and Thursdays from 11:00 AM to 12:30 PM in HA 291. Please let me know if you would like to meet this coming Monday (August 4 2025) from 3:00 PM to 5:00 PM, as well.

A copy of the slides can be found [here](#).

3 Slides

3.1 Class 1

Possible additional reading on inequality and economic growth: [The Impact of Wealth Inequality on Economic Growth](#).