Critical Incident Requirements

Include all the information that meets the core issue or key focal point – the core issue of an ethical universal has been highlighted as expecting more from international companies

Clarify that the students are international marketing students – The type of class has been specified on page 2 in the critical incident

Use “better” names that flow more freely – introduce names – Since there was no permission given for the first person critical incident, a similar incident was culled from the newspapers and used. The people in the news article were identified as real estate owner, contractor , sub-contractor and worker.

Teaching note

State the descriptive or decision point – What standards should an international company use for business practices – local legal standards or ethical universals – was more clearly stated in the TN.

What is the key issue? – The key issue has been more clearly described as Cultural and legal differences between France and the U. S.

Cultural differences between the U. S. and French business practices

Learning Objectives should reflect this key issue – current LO 2, 4

LO 1 could be a “cultural Universal” question. That has been implemented.

Or, a question about “the virtues”

Each Discussion Question should have a framework for students to develop their answers.