**Case Study 2**

Assuming that Bayer is initiating an international pharmaceutical project aiming at European market together with some partners such as famous university, hospitals and so on. The project is coordinated by the headquarter in Germany, and the products is developed in two different laboratories in France. After the initial development stage, a development team in South Africa will involve in the research. Finally, before the product going to the market, it needs to be tested and checked by quality assurance team in England.

1. How many organizations are involved in this project? How many countries?
2. What difficulties could be induced by teams from different counties?
3. Can you clarify the dimensions of international projects and demonstrate these dimensions?

Answer:

the project team members involve eight organizations, and are working in six locations (two in England, the headquarters in France, two in Germany and one in South Africa). There are toal three different languages used by different team members (English, French and German). There are four different country cultures, and the total difference in time zones is 1 hour in summer (GMT+1 for England and GMT+2 for the other locations).

