

## Geopolitics in International Business: Presentation Instructions and Rubric

### Objective:

The goal of this presentation is to analyze a real-world business case involving complex geopolitical issues, applying the theories, concepts, and frameworks discussed in the course. You will work in groups to develop strategic recommendations for the company or organization involved in your chosen case.

### Presentation Structure:

#### 1. Introduction:

- **Case Overview:** Provide a brief introduction to the selected case, including the company involved, the geopolitical issue at hand, and the regions or countries affected.
- **Relevance:** Explain why this case is significant in the context of international business and geopolitics.

#### 2. Geopolitical Analysis:

- **Key Actors:** Identify and discuss the main geopolitical actors involved (e.g., nation-states, international organizations, non-state actors).
- **Geopolitical Theories:** Apply relevant geopolitical theories (e.g., Heartland Theory, Rimland Theory, Sea Power Theory) to analyze the situation.
- **Risks and Opportunities:** Identify the major geopolitical risks and opportunities that arise from the situation. Discuss the potential impacts on the business and the broader market.

#### 3. Strategic Recommendations:

- **Short-Term Strategies:** Provide recommendations for immediate actions the company should take to mitigate risks and leverage opportunities.
- **Long-Term Strategies:** Suggest long-term strategies for the company to navigate the geopolitical landscape and maintain a competitive edge.
- **Corporate Diplomacy:** Discuss how the company can engage in corporate diplomacy to manage its relationships with key geopolitical actors.

#### 4. Conclusion:

- **Summary:** Recap the key points of your analysis and recommendations.
- **Reflection:** Reflect on how the case study illustrates the importance of geopolitical thinking in international business.

#### 5. Q&A:

- **Engagement:** Be prepared to answer questions from your peers and the instructor. This is an opportunity to demonstrate a deep understanding of the case and the concepts applied.

## Rubric

Criteria	Exemplary	Proficient	Developing	Needs Improvement
<b>Introduction</b>	Case is introduced with clarity and depth. Relevance is well-articulated and insightful.	Case is clearly introduced, with relevance adequately explained.	Case introduction lacks depth or clarity. Relevance is not well-explained.	Introduction is unclear, lacking in detail, and relevance is not established.
<b>Geopolitical Analysis</b>	Analysis is thorough, insightful, and well-supported by theories and evidence. Key actors and risks are identified and analyzed in depth.	Analysis is clear, supported by relevant theories. Key actors and risks are identified and discussed adequately.	Analysis lacks depth or misses key aspects. Theories are mentioned but not fully applied.	Analysis is superficial, with little to no application of geopolitical theories or identification of key actors and risks.
<b>Strategic Recommendations</b>	Recommendations are well-reasoned, innovative, and directly linked to the analysis. Short-term and long-term strategies are detailed and actionable.	Recommendations are practical and connected to the analysis. Short-term and long-term strategies are identified.	Recommendations are generic or not fully connected to the analysis. Strategies are vague or lacking in detail.	Recommendations are unclear, impractical, or disconnected from the analysis. Strategies are poorly articulated or missing.
<b>Conclusion &amp; Reflection</b>	Conclusion effectively summarizes the analysis and recommendations. Reflection is thoughtful and demonstrates deep understanding.	Conclusion summarizes key points. Reflection shows a solid understanding of the case.	Conclusion is brief or misses key points. Reflection lacks depth or relevance.	Conclusion is unclear or missing. Reflection is superficial or not included.
<b>Presentation Delivery</b>	Presentation is highly engaging, well-organized, and delivered with confidence. Visual aids are effective and enhance understanding.	Presentation is clear and well-organized. Delivery is confident. Visual aids are used effectively.	Presentation lacks organization or clarity. Delivery is hesitant or uneven. Visual aids are used but not effectively.	Presentation is disorganized, unclear, or difficult to follow. Delivery lacks confidence. Visual aids are poorly used or missing.
<b>Q&amp;A Engagement</b>	Responds to questions with deep understanding and insight. Engages the audience effectively.	Responds to questions with clear understanding. Engages with the audience adequately.	Struggles to respond to questions or provides superficial answers. Limited audience engagement.	Unable to respond to questions effectively. Little to no audience engagement.

### Additional Guidelines:

- **Group Coordination:** Ensure all group members participate equally in the presentation.
- **Time Management:** Stick to the allocated time of 20 minutes per group to ensure a comprehensive presentation.

- **Visual Aids:** Use PowerPoint or similar tools to create visual aids that support your presentation. Avoid cluttered slides—keep them clear and focused.
- **Sources:** Cite all sources of information and data used in your presentation, including theories, case details, and external research.

List of Business Cases the students can choose to analyze and present (more specific/current topics are possible in accordance with the prof):

## List of 30 Business Cases Involving Recent Geopolitical Events

1. **Huawei and US-China Trade Tensions:** Examination of how US sanctions affected Huawei and the broader tech industry.
2. **Siemens' Acquisition of Lynas Rare Earths:** Strategic importance of rare earth elements and Germany's positioning in global supply chains.
3. **US Imposing 100% Tariffs on Chinese EVs:** Impact on the electric vehicle market and global trade dynamics.
4. **Nord Stream Pipeline Sabotage:** Geopolitical implications of energy supply disruption in Europe.
5. **TikTok's Data Privacy Concerns in the US:** Challenges of operating in foreign markets amid national security concerns.
6. **Brexit and Its Impact on European Supply Chains:** How businesses navigated the new trade barriers and regulatory changes.
7. **Russian Sanctions and Western Businesses:** Exit of multinational companies from Russia post-Ukraine invasion.
8. **China's Belt and Road Initiative:** Case studies of infrastructure projects and their impact on local economies.
9. **Google's Operations in China:** Challenges faced due to censorship and regulatory compliance.
10. **Amazon Rainforest Deforestation and International Trade:** Global response and impact on Brazilian exports.
11. **Apple's Supply Chain Diversification away from China:** Strategies to mitigate geopolitical risks.
12. **Tesla's Gigafactory in Shanghai:** Navigating trade tensions and local market entry.
13. **ByteDance's Expansion Strategies:** Impact of geopolitical tensions on operational and growth strategies.
14. **Cobalt Mining in the Democratic Republic of Congo:** Ethical sourcing and geopolitical risks in battery production.
15. **Microsoft's Cybersecurity Solutions amid Russian Hacking Allegations:** Role of tech companies in national security.
16. **Saudi Aramco's IPO Amidst Regional Instability:** Financial implications of geopolitical risks in the Middle East.
17. **Intel's Investment in Semiconductor Manufacturing in Europe:** Strategic importance amidst global chip shortage.
18. **South China Sea Disputes and Maritime Trade Routes:** Impact on shipping lanes and international trade law.
19. **Facebook's Data Center Investments in Singapore:** Data sovereignty and geopolitical stability considerations.
20. **Starbucks Exiting the Russian Market:** Corporate response to political crises and ethical considerations.

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21. **Foreign Direct Investment in Africa Post-COVID-19:** Challenges and opportunities in emerging markets.
  22. **Euler Hermes' Risk Assessments in Trade Credit Insurance:** How insurance products adapt to geopolitical risks.
  23. **US-Mexico-Canada Agreement (USMCA) and Auto Manufacturing:** Impact on the North American supply chain.
  24. **Walmart's Sourcing Strategy Amidst US-China Trade War:** Adjustments to tariff impacts and supplier diversification.
  25. **Gazprom's Strategies in European Gas Supply:** Political power and economic strategies in energy supply.
  26. **Impact of US Sanctions on Venezuela on Global Oil Markets:** How businesses navigate restricted markets.
  27. **Relocation of Manufacturing Bases to Southeast Asia:** Diversification strategies away from geopolitical hotspots.
  28. **Alibaba's Compliance with Chinese Data Laws:** Balancing local compliance and global operational needs.
  29. **IKEA's Operations in Russia Post-Invasion:** Decision-making processes in exiting a major market.
  30. **The Geopolitical Impact of Global Pandemics on International Trade:** Lessons from COVID-19 on business continuity planning.