

《国际企业管理》 个人学习报告（一）

Recommended topics for Personal report

1. An analysis of how application of technology can contribute to an organization's efficiency and/or effectiveness
2. The identification of the effects of globalization on an industry of your choice
3. The identification of key factors or indicators in the strategic expansion to global market in an organization of your choice
4. An analysis of future potential requirements under conditions of change.
5. An investigation of recent investment decisions by an organization of your choice and how the use of different methods of risk and uncertainty analysis might affect such decision.
6. An analysis of the effect of corporate governance on an organization of your choice
7. Analyze the global marketing strategy of an organization of your choice and identify the key success factors or indicators in the marketing mix and the activities of an organization
8. How to establish an effective executive team?