

BU 375

Final Paper and Presentation

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Option 1

You are the CEO of a small private clothing company based in New York City, the brand is carried in major department stores such as Saks Fifth Avenue and Neiman Marcus in the United States as well as in their own boutique retail stores. They have a small presence in Asia through business partners, but they feel now is the time to re-evaluate their current model.

You are being asked by the Board of Directors to determine the go forward plan and to help the executive team navigate through this journey. They have requested you prepare a brief for the Board outlining the strategic long-range plan (LRP 3-5 yrs).

Option 2

What will the international business environment look like in the year 2050? You have been hired by the United Corporations Organization to present a view of the future for international business. Things to consider are cultural changes including ethics, labor changes, technological changes, monetary changes, and the role of corporate social responsibility.

You are to present your vision to UCO outlining the benefits and challenges that are forthcoming.