

Entrepreneurship in a Global World

Globalization and technology are creating a worldwide marketplace. Smart entrepreneurs recognize the opportunities in a worldwide marketplace and adjust to doing business at a global level.

Thematic Project Assignment

In this project you will conduct an interview and create a presentation about entrepreneurship in a global world. Your interview may be in person, on the phone, or through e-mail.

Step 1 Brainstorm Skills You Need to Complete this Activity

Your success in interviewing an entrepreneur will depend on your skills. Preview the activity. Then brainstorm a list of the skills you will need to use to complete the activity and describe how you will use them. Skills you might use include:

Academic Skills reading, writing, social studies

Basic Skills speaking, listening, thinking, and interpersonal skills

Technology Skills word processing, keyboarding, presentation, telecommunications, and Internet skills



SKILLS PREVIEW Go to the *Introduction to Business* Online Learning Center through glencoe.com for a graphic organizer you can use to brainstorm the skills you will use to complete the project.

Step 2 Choose a Business and a Career That Interest You

Think of an entrepreneurial business that you find interesting. Then think of a career in this entrepreneurial business that interests you. As you investigate how entrepreneurs work in the global marketplace, you will research the effects of globalization and technology on the business and career of your choice.

Step 3 Build Background Knowledge

Preview entrepreneurship in a global economy.

Young Entrepreneurs Enter a Global Marketplace

The whole world is now the marketplace for young entrepreneurs. Anyone with a computer and Internet connection can enter the international marketplace almost overnight. Entrepreneurs are no longer confined to their local communities, or even to the United States. Now they can open their virtual doors to the world.

Globalization, the development of an increasingly integrated global economy, was brought on in large part by the growth of technology. The Internet allows entrepreneurs to build their businesses on an international stage, confined only by the capabilities of their technology.

Step 4 Connect with Your Community

Interview two adults in your community about inconveniences they experience during the course of a day. Then think about what goods or services an entrepreneur could create or import to lessen or eliminate these inconveniences. Could these goods or services be exported to other countries?

Step 5 Research Entrepreneurship in a Global Economy

Interview a local entrepreneur to find out about entrepreneurship in a global economy. Then prepare your presentation. Use the project research checklist as a guide to help you develop your interview questions and prepare your presentation.

Step 6 Develop Your Presentation

Use presentation software to develop a 5-minute presentation that includes all of the information described in the checklist.

Entrepreneurship in a Global Economy

- ✓ Create a chart that illustrates the countries in which the entrepreneur you interviewed conducts business. Use the chart in your presentation.
- ✓ Explain how technology helped this company become global.
- ✓ Explain how the economy in the United States and in other countries helps or hinders the company's success.
- ✓ Explain the rewards and risks this company has experienced in the global marketplace.
- ✓ Give examples of how this company is socially responsible.

Self Connections

- ✓ Describe the results of your research with a family member or other adult.
- ✓ Describe how the entrepreneur you interviewed influenced the business and career in which you are interested.
- ✓ Explain what the investigation and its results mean to you.

Step 7 Evaluate Your Presentation

@ **RUBRIC** Go to the *Introduction to Business* Online Learning Center through glencoe.com for a rubric you can use to evaluate your final report.

