**Global Industry Analysis Assignment**

A company can be global in a host of different ways. Students can explore the global nature of industries or companies using the questions posed in this assignment. The questions can be used to guide research about an industry or company, or as a starting point for talking with a business representative. Not all questions can be used in every CTE content area, so faculty should modify these questions to fit the field or business as necessary.

**The Company Profile**

* What industry does this company best represent? Describe the image this business/industry exhibits.
* Identify any obvious international aspects of the business/industry.
* Where does the company operate? Is it local or does it have operations in multiple locations? Are there locations in other states or countries?
* In which states or countries does this company conduct business (i.e., sell goods, market products, obtain materials, etc.)?
* Are the company’s customers local, national, or international? How does this business interact with diverse customers?
* What raw materials, components, and/or services are outsourced by this company?

**The Company in the World**

* How does this business/industry contribute to economic growth? Locally? Nationally? Globally?
* How do trade agreements and government policies impact the industry/business?
* How does the organization monitor international operations?

**The Company as a Global Citizen**

* Does the business/industry have any direct or indirect impacts on the local or global community? Are there sustainability concerns or initiatives?
* What culturally sensitive practices does the organization employ?
* What business/industry policies exist to reduce inequalities (gender, race, ability, nationality, etc.)?
* Does this organization contribute to any global initiatives (such as clean water, clean energy, etc.)? Has it explicitly committed to addressing any of the United Nations Sustainable Development Goals?
* In what ways does this business/industry impact (or reduce its impact on) the environment?
* How is this business/industry viewed within its home country?

**The Company as a Potential Employer**

* What job would you be interested in at this company?
* Describe the work environment at this company. Is this a good fit for you?
* What global skills would be needed to work for this company?
* If you were going to work for this company, what else would you like to know about it?