



CLIL4ALL

International Strategies in Theory and Practice

University and degree programme: TH Wildau, European Business Management

Course: International Strategies in Theory and Practice

Timing: Summer Semester 2025

Lecturers: Sandra Haas/John O'Donoghue



Graphs: European and Global Business Slide 11

Complete the phrases below to comment on slide 11

What surprises me most when looking at the bars in this graph is

What surprises me least when looking at the bars in this graph is

I would think that one possible reason for the rise in jobs requiring higher education qualifications in (country) might be ...

A probable/likely reason for the rise in jobs requiring higher education qualifications in (country) is ...

I would think that a determining factor in the rise in jobs requiring higher education qualifications in (country) is ...

I would think that a contributing factor in the rise in jobs requiring higher education qualifications in (country) is ...

The reason that (country) has experienced the greatest increase in percentage terms may be due to the fact that this country ...

European and Global Business

Relevance of Developing Countries

Table 1: General indicators on the BRICS countries

	GDP, current prices (billions US dollar)	GDP per capita, current prices (US dollar)	Population (millions)
Brazil	2,055	9,895	207.7
Russia	1,527	10,608	144.0
India	2,611	1,983	1,316.9
China	12,015	8,643	1,390.1
South Africa	349	6,180	56.5
Germany	3,685	44,550	82.7
USA	19,391	59,501	325.9

Source: IMF World Economic Outlook Database (April 2018)

| BertelsmannStiftung

Complete the phrases below to comment on slide 16: European and Global Business Relevance of Developing Countries.

What surprises me most when looking at Table 1: General Indicators on the BRICS countries is

What surprises me least when looking at the table is

I would think that one possible reason for the figures in (country) might be

A probable/likely reason for the figures in (country) is

I would think that a determining factor regarding these figures in (country) is

I would think that a contributing factor regarding these figures in (country) is

Youtube: World Economic Forum: Tom Friedman: Is Globalization dead?
Davos 2022. The future of globalization?

<https://www.youtube.com/watch?v=zq9-vAWgmb4&t=677s>

Task 1: Mark the following statements as true (T) or false (F) and then explain what they mean according to Friedman and how they relate to globalization.

People want to connect.

Globalization is wired into us as human beings.

Globalization is linear.

Globalization ended on 9/11 with the attack on the United States.

Globalization ended with the financial crisis 2007/2008.

Globalization is global trade related to GDP.

Globalization is telecommunications.

Globalization is the internet.

To act globally – in the past - you needed to be a country or a company. Now you can just be an individual.

Task 2:

What is a super-empowered individual? What is the example Friedman gives concerning Ukraine?

Please mark views that Friedman pointed out. Globalization:

- a. is about homogeneity and levelling.
- b. Globalization helps totalitarian regimes.
- c. Globalization helps democratic movements.
- d. Globalization goes both ways.

Mother Nature is stronger than Father Profit. What do you think?

Tom Friedman

Task 3: Rhetorical devices: Listen to Tom talking about globalisation and describe the function/effect (on whom) of the following phrases: You will be divided up into groups of six students: two students take statements 1-3, two students 4-5 and two students 6-7.

The numbers indicate where the quotation is found in the Youtube video.

1 1.55 Girls just want to have fun.

2 2.48 If world war one did not stop globalisation. If world war two did not stop globalisation. What makes you think the war between Ukraine and Russia will stop globalisation? When it is in fact the first world war.

3 3.09 Let me drill down a bit deeper and explain why. I have to remind people, I didn't do this. I promise you. I just wrote a book about it.

4 3.31 If you say anything positive about anything, if you have any optimism bias about anything, you are described as a utopian, I am described as a techno-utopian.

5 4.04 When I see 800 million people brought out of poverty faster than any time in the history of the world, my heart does go a little pitter-patter. That does float my boat a little bit.

6 4.29. If you are a pessimist and you have written umpteen times that globalisation is over, no one remembers that. It's dangerous to submit any positive claim about the world. You are turned into some dreamy utopian.

7 5.15. I am not an economist at all. I took exactly one introductory course to economics in 1973. That is all the economics I know. When people accuse me of being a neo-liberal, I don't even know what that word means. I wasn't making an economic argument, I am not smart enough to do that.

Task: Link the strategic goal with the appropriate location-specific advantage and the example provided. Then add your own example from your general knowledge of business.

Strategic goals	Location-specific advantages	Examples	Your example
Natural resource seeking	Strong market demand and customers willing to pay	Manufacturing in China	
Market seeking	Economies of scale and many low-cost factors	IT in Silicon Valley and Bangalore; Telecom in Dallas; perfumes in Paris	
Efficiency seeking	High supply of innovative individuals, companies and universities	Oil in the Middle East, Russia and Venezuela	
Innovation seeking	Natural resources available and corresponding infrastructure	Carmakers and business jet makers in China	