



Integrating ATMA INSIGHTS Videos into Your Course Curriculum Related to International Business

The following suggested topics can be added to any curriculum for teaching courses on international business that cover the fundamentals of global business at the two- and four-year undergraduate and MBA levels.

Our suggested outline and digital content cover critical aspects of working in a thriving global organization in an increasingly complex environment. Our methodology seeks to address the seismic changes taking place on global, national, and local levels that challenge long-held and fundamental assumptions about global trade, globalization, economics, and cross-cultural business practices.

Blended learning enables global educators to integrate instructor-led classes with our proprietary, digital supplemental resources designed to speak with authenticity to technologically-savvy students who see national borders as bridges and not barriers.

Learn more about using Atma Insights in your course.



01

Introduction to International Business

- ◆ **What Is International Business?**
- ◆ **Debate on Globalization**
 - » What is Globalization?
 - » Video: [Atma Insights Debate on Globalization?](#)
 - » Opportunities and Challenges of Globalization
- ◆ **Navigating Ethics and International Business**
 - » A Framework for Ethical Decision Making
 - » What Ethics Is Not
 - » Video: [Atma Insights Global Business Ethics](#)

02

Impact of Culture on International Business (cont.)

- ◆ **What Is Culture and Why Does It Matter?**

Culture is a shared set of attitudes, beliefs, values, mindsets, and practices of a group, including the behavior patterns and norms that are specific to that group. Gaining cultural awareness means having an understanding of another culture's values and perspective—a key component in successful interactions. Explore how culture is defined
- ◆ **What Is Culture and Why Does It Matter?**
 - » Video: [What is Culture?](#)
 - » Video: [Why Does Culture Matter?](#)
 - » Video: [How Do Others See My Culture?](#)
- ◆ **Understanding Ethnocentrism**
 - » Video: [Understanding Your Own Frame of Reference](#)
- ◆ **What Kinds of Culture Are There?**
 - » Video: [Culture Consists of Many Factors](#)
 - » Video: [Each Person Belongs to Several Cultures](#)
- ◆ **What Are the Key Methods Used to Describe Cultures?**

Explore the analytical methods commonly used in business cultural anthropology to describe cultures, including high-context versus low-context, verbal and physical communications, individualistic versus collectivist societies, and power distance.

 - » Video: [Me vs Us](#)
 - » Video: [Hierarchy & Authority](#)
 - » Video: [High Context vs Low Context Communications](#)
 - » Video: [Culture's Impact on Body Language](#)
 - » Video: [Interpreting Eye Contact](#)
 - » Video: [Standing & Space](#)
- ◆ **Culture Applied**
 - » Video: [Communicating Virtually Across Cultures](#)

03

Understanding World Economies

- ◆ **Classifying World Economies**
 - » Video: [Global Economies](#)
- ◆ **Understanding the Developed World**
 - » Video: [France Economy](#)
 - » Video: [Spotlight on Germany](#)
 - » Video: [Singapore Economy](#)
- ◆ **Developing World**
 - » Video: [Argentina and Ecuador](#)
 - » Video: [Spotlight on Saudi Arabia](#)
- ◆ **Emerging Economies**
 - » Video: [Spotlight on Brazil](#)
 - » Video: [Spotlight on China](#)
 - » Video: [Spotlight on India](#)
 - » Video: [South Africa Beyond Apartheid](#)
- ◆ **How Do Developing Countries Become Emerging Markets?**
 - » Video: [Global Economies](#)

04

Global Finance & Trade

- » Video: [What is the G20?](#)
- » Video: [Atma Insights Digital Currency](#)

05

Global Talent Management

- ◆ **Understanding How Culture Impacts Local Business & Management Practices**
 - » Video: [Brazil Foreign Managers](#)
 - » Video: [China Management Practices](#)
 - » Video: [France Management Practices](#)
 - » Video: [Japanese Management Practices](#)
 - » Video: [Mexico Management Practices](#)

Need help incorporating our award-winning resources into your curriculum?

Provide your course and email, and we'll develop a list of videos customized specifically for your students!

CONTACT US TO GET YOUR CUSTOMIZED COURSE

ATMA INSIGHTS provides proprietary videos on specific country, culture, and business topics.
COMING SOON: Australia, Canada, Indonesia, South Korea, Culture & Diversity, and More!