

Dear AIB Colleagues,

I would like to invite you to register (free of charge) for one or both International Business teaching platforms and consider using them in your course for your:

INTERNATIONAL BUSINESS PROJECT (This is not a simulation!)

www.gmpso.com , www.gmmsso.com

This is not a simulation, it is essentially a Project- Based Learning (PBL), research, and IB planning tool of a real company. It is product/service and market specific.

The basis of the software is to make strategic marketing/management decisions on how to expand a real company's business internationally. This is accomplished by conducting:

- A situation analysis of a real company
- Identifying the best country for entry
- Determining the most effective entry mode strategy
- Developing the business/marketing plan.

The students do all the work. The system provides step-by-step instructions, targeted Internet resources, case examples, and a glossary. The interactive tool enables students to work individually and or in teams from anywhere where there is Internet access.

The software provides students with an opportunity to generate and submit and/or present a report to an actual company's managers. The system allows students to make recommendations for entering their product into a new international market.

Summary of benefits for students and instructors:

- Interactive, user friendly, real time, cost effective, and saves time!
- Excellent resources and guides for student learning.
- Enhances the understanding of and bridges the gap between International Business theory and practice.
- Work individually or in teams from anywhere there is Internet.
- Allows students to practice international business decisions.
- All the work is done by students.
- The final projects are complete and of higher quality.
- Makes grading easier.
- Shows amount and completion of tasks.

The tool serves as a highly effective learning aid. It provides focus for international business study, research, and practice. A number of academic articles and practitioner presentations have reinforced the theoretical and practical rigor of the GMMSO over the years including its inclusion as an Experiential learning tool in the **Palgrave Handbook of Learning and Teaching**

International Business and Management in 2014, being featured in the **Academy of International Business (AIB) Insights, Vol 12, No 1, 2012**, and on several teaching tracks and panels at the Annual Academy of International Business Conferences.

If interested, please register as an Instructor free of charge: www.gmmso.com, www.gmpso.com, www.janavaras.com.

If you have any questions contact basilj@janavaras.com, +1 507-382-0304

Thank you for your time and consideration.

Basil

Dr. Basil Janavaras
Professor Emeritus of International Business
College of Business
Minnesota State University, Mankato
27 Capri Drive
Mankato, MN USA
507-382-0304
basil.janavaras@mnsu.edu
basilj@janavaras.com
www.janavaras.com
<https://www.linkedin.com/in/bjjanavaras>