

Total Page Number: at least 15 pages, Font size 11, Times New Roman, Please, SUBMIT in Word file (not PDF) for the check of Turnitin (plagiarism) program.

0. Abstract (summary) and keywords

1. Introduction

- overview of the issue you are examining
- overview of what your paper will cover and how this will be accomplished

2. Literature Review

- Theoretical / exploratory literatures (from journal articles / textbooks) related to your chosen subjects
- Overview of Industry and company background

3. Methodology

- Description of how to collect your data

4. Main part regarding chosen subject (topic)

(This is the most important part for evaluation. Please see the sample paper. You can make 'case storyline' like novel story with your chosen topic using your collected data)

5. Findings and Implications

- Description of what you find out from your case (the main part)
- Implications

6. Conclusion (general conclusion to finish this case)

- recap the importance of your topic (no new information!)
- limitations of this research and further future research

7. Discussion Questions & Answers (Please provide your answers using the lessons what you have learned from this course using theoretical framework, concepts, etc.)

(This is one of the most important criteria for evaluation with main part)

1. 1) What is the weakness of your chosen company compared to main competitors?

2) What further strategy should the company take to develop weak points?

Discuss using the terms and frames you learned in class.

2. 1) Look for issues that the company has recently faced (for example, changes in the economic or social environment), and list them in three points.

2) To solve these problems, discuss what ideas or strategies the company needs using the terms and frames you learned in class.

8. Appendix (tables, figures, Interview questions & answers)

9. References (APA Style : four published sources' samples)

a) Books: Korten, David. 1995. When Corporations Rule the World. San Francisco, CA: Berrett-Koehler.

b) Edited Volumes: Spears, Larry (ed.). 1996, Reflections on Leadership. New York: John Wiley

c) Articles in Edited Volumes:

Moon, C. 1994. 'Changing Patterns of Business-Government Relations in South Korea', in A. MacIntyre (ed.), Business and Government in Industrialising Asia, pp.222-46. St. Leonards, NSW: Allen and Unwin.

d) Articles in Journals:

Park, Y.E (2018). The endless challenges of KIA motors for globalization: A case study on KIA in Saudi Arabia. *International Journal of Industrial Distribution & Business*, 9(9), 45-52.

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