

Non-English Major



Task: Suppose you are from an international company. Your company launched a new brand of e-book readers in a South American country (e.g. Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay, and Venezuela) last year. However, it turned out not a success as expected.

You meet to analyze the causes and improve the plan to ensure a better sales performance this year. Each team member plays a role (suggested below) and expresses his or her view.

Suggested roles: (You can also create roles that are not listed below)

A staff member from the Research and Development Department

A staff member from the Logistics Department

An advertising expert

A sales manager from the Marketing Department

A production (quality-control) manager

English Major



Task: Suppose you are from an international company. Your company launched a new brand of smart watches in an EU country (e.g. Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, and Sweden) last year. However, it turned out not a success as expected.

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