**German University of Technology in Oman**

**Business Environment – Field Work Report**

**Weight: 10 % - Includes Participation**

 **Spacing 1.15, min 7 pages, including attachments**

**Submit in PDF , file name : your name – Section**

**Due date: January 13, 2019 – (On or before)**

***THIS IS AN INDIVIDUAL ACTIVITY***

1. **Identify a business in one of your trips outside (choose only 1). What significant products or services the business is offering? Describe the internal factors of business :**

**a. History, vision and mission, employees**

**b. Form of ownership , SME Options(franchising, licensing, joint venture)**

**c. How did the business start at the early stage? Or**

 **What challenges did it face?**

1. **What External Factor (PESTEL) affects the business operations and marketing? Identify or explain external factors that company or business is facing. Choose only the factors that may be applicable to the business.**
2. **What is meant by Corporate Social Responsibility? Identify and explain ways or activities by which the company/business fulfils CSR? If you are the owner of the business, what actions or activities would you propose for the company or business?**
3. **Identify issues of “globalization” that affect the business. In what way these issues affect the business either negatively or positively? If you are the owner of the business, what actions or activities would you propose for the company or business to address the issue of globalization?**
4. **Attach the following at the end of the report**
5. **Photos of business that you have chosen – location, products, ordinary customers**
6. **Seat works and/or assignments you did during the semester**