

International Business Trends

Instructions:

This assessment will help you understand important trends in international business:

Sustainability, Gender Parity, Artificial Intelligence (AI), and Universal Basic Income (UBI).

Follow the steps below and use the provided visuals to help you.

Part 1: Infographic Analysis

You will see **four infographics** (pictures with information) about:

1. **Sustainability:** Green initiatives, eco-friendly business practices, and the rise of corporate responsibility.
2. **Gender Parity:** Progress and challenges in gender equality within global businesses.
3. **AI in Business:** Applications of AI in automation, customer service, and decision-making.
4. **Universal Basic Income (UBI)** – Everyone getting money from the government.

Your task:

- Look at each infographic.
 - Write 2-3 sentences about what you learned from each one. For example, “Sustainability helps businesses reduce waste and save energy.”
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Part 2: Matching

You will match each company and country to the right trend (Sustainability, Gender Parity, AI, or UBI)

Companies:

1. **Patagonia** – This company uses robots and AI for things like fast deliveries and personalized shopping.
2. **IKEA** -This country is testing Universal Basic Income to give people money every month.
3. **Amazon** – This company uses AI to help with data and improve search results.
4. **Google** – This country is running a UBI program to help people with income.
5. **Finland** – This company uses renewable energy and supports sustainable business practices.

6. **Spain** – This company focuses on the environment and eco-friendly products
7. **Unilever**- focused on diversity and equal opportunities
8. **Microsoft**-promoting gender equality in leadership roles

