

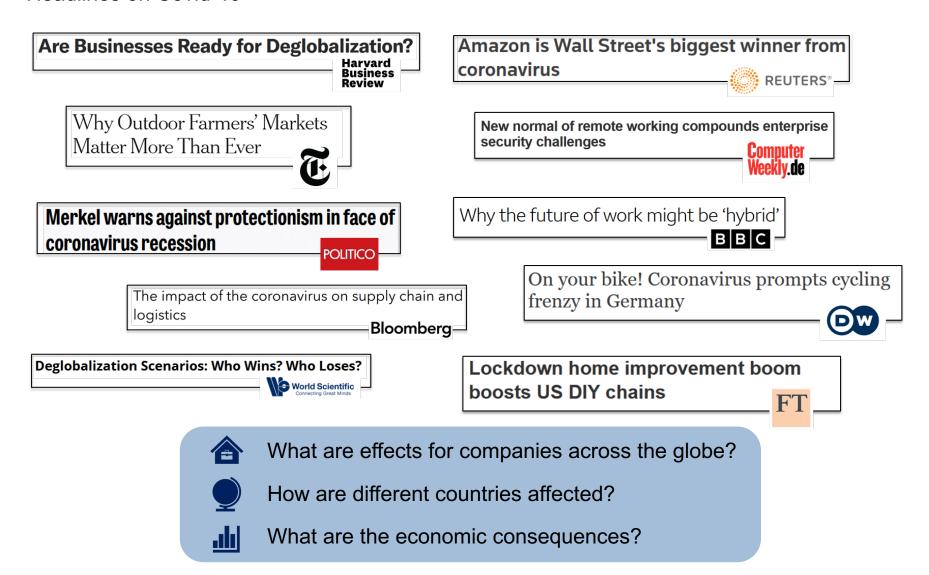
**Bachelor seminar (Intercultural Business Administration)** 

The Impact of Covid-19 on a macro- and a micro-level – An International Comparison



# The COVID pandemic strongly affects countries and companies worldwide

Headlines on Covid-19



### The final topics are announced in the kick-off meeting

Possible topics



The Impact of the COVID Pandemic on the world economy – an overview of macroand microeconomic effects in different world regions



- How Japan and Japanese companies fared in the COVID Pandemic political and cultural drivers and economic effects
- How South Korea and South Koreans companies fared in the COVID Pandemic political and cultural drivers and economic effects
- How China and Chinese companies fared in the COVID Pandemic political and cultural drivers and economic effects
- How India and Indian companies fared in the COVID Pandemic political and cultural drivers and economic effects

## The final topics are announced in the kick-off meeting

#### Possible topics

- How the United States and American companies fared in the COVID Pandemic political and cultural drivers and economic effects
- How South Africa and South African companies fared in the COVID Pandemic political and cultural drivers and economic effects
- How Brazil and Brazilian companies fared in the COVID Pandemic political and cultural drivers and economic effects
- <u>...lı</u>
- 9 How the COVID pandemic affects globalization and global supply chains
- 10 How the COVID pandemic fosters shifts in economic power

### First insights for deepen your understanding

#### Sources



- <a href="https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business#">https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business#</a>
- https://www.pwc.com/gx/en/issues/crisis-solutions/covid-19.html
- https://www.pnas.org/content/117/30/17656
- <a href="https://www.bcg.com/de-de/featured-insights/coronavirus">https://www.bcg.com/de-de/featured-insights/coronavirus</a>

## Evaluation is based on the elaboration of a paper and a presentation

#### **Process**

Registration via Marvin: from 22<sup>th</sup> of March

Kick-off: 22t<sup>h</sup> of April

Selection of Topic: 24<sup>th</sup> of April

Submission of Paper: tbd

Final Presentation: tbd

