



GLOBAL STUDIES

ESSENCE

- **Global Studies**, in its broadest definition is the academic study of political, economic, social and cultural relationships of the world. Furthermore, it can also include the study of political and cultural processes, the impacts of globalization, markets and communications.
- **Global Studies** incorporates transnational and local trends in its curriculum. Undertaking a global studies course can also include field work or research in a particular area of interest.

GLOBALIZATION



Roland Robertson, University of Aberdeen, UK



Globalization

Economic forces

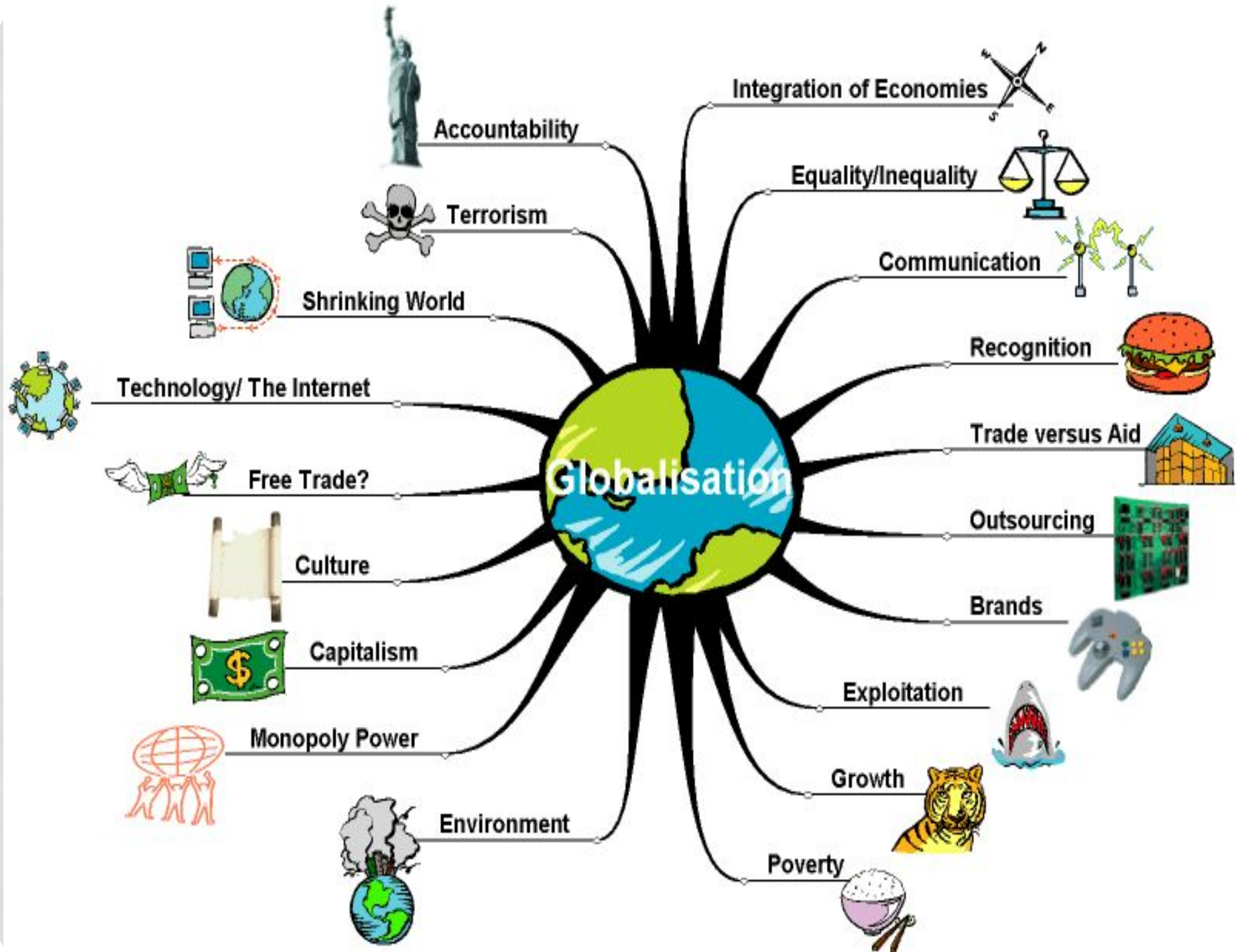
Political forces

Socio-cultural forces

Biological forces

Technological forces





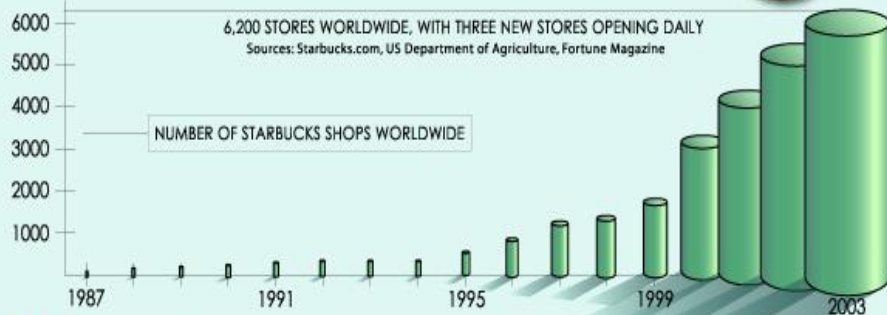
GLOBAL MOBILITY





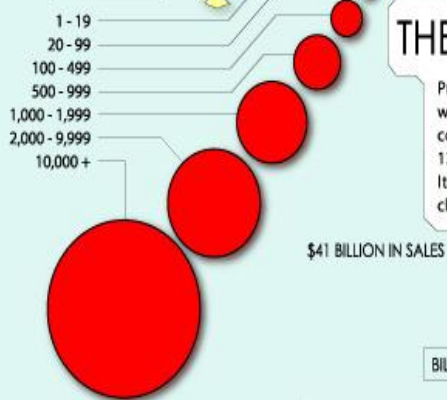
THE MAGIC BEAN SHOP

A single cup of Starbucks coffee can depend upon as many as 19 different countries. Between the coffee beans, the milk, the sugar, and the paper cup, Starbucks coffee is a global hub that connects some of the poorest countries in the world with some of the wealthiest.



THE FRIES THAT BIND US

Probably the single most visible symbol of American influence worldwide, McDonald's has over 31,000 restaurants in 118 countries, employing more than 1.5 million people. Despite its 13,000 restaurants in the USA, McDonald's is slipping at home. Its customer satisfaction is worse than any other fast food chain, and ranks lower than all major airlines and the IRS.



Sources: McDonalds.com, CIA World Factbook, Fortune Magazine



GLOBAL ECONOMICS



EUROZONE CRISIS

| | Italy | Spain | Portugal | Ireland | Greece |
|--------------------|--------|-------|----------|---------|--------|
| ■ UK bank exposure | £45bn | £70bn | £15bn | £88bn | £8bn |
| ■ Debt to GDP | 118.3% | 61.5% | 81.3% | 93.6% | 130.2% |



GLOBAL POLITICS



GLOBAL CULTURE



GLOBAL EDUCATION





THANK YOU FOR YOUR ATTENTION!

