**Required**

* Chapter 14 & 15 in *International Business: The New Realities*
* Kuepper, J. (2016). [**Guide to investing in the Middle East**](https://www.thebalance.com/guide-to-investing-in-the-middle-east-1979045). *The Balance*.

**Recommended**

* [**Chapters 14 PowerPoint slides**](https://coursecms.csuglobal.edu/items/965aeb34-d5d5-4fb5-8333-67855fd4b12f/4/production/SEU_ECN600_Cavusgil/ECN600Ch14.pptx)- *International Business: The New Realities*
* [**Chapters 15 PowerPoint slides**](https://coursecms.csuglobal.edu/items/965aeb34-d5d5-4fb5-8333-67855fd4b12f/4/production/SEU_ECN600_Cavusgil/ECN600Ch15.pptx) - *International Business: The New Realities*
* Büthe, T., & Milner, H. (2014). [**Foreign direct investment and institutional diversity in trade agreements: Credibility, commitment, and economic flows in the developing world, 1971-2007**](https://search-proquest-com.sdl.idm.oclc.org/docview/1471220517?accountid=142908). *World Politics*, *66*(1), 88-122.
* FinancialMirror. (2013, February 4). [***Joint ventures and strategic alliances***](https://www.youtube.com/watch?v=M4ky9GSAkKU) [Video file].
* Rogmans, T. (2013). [**Entry strategies for Middle Eastern markets**](http://www.worldfinancialreview.com/?p=719). *The World Financial Review.*
* The World Bank. (2015). *World Bank and International Investment Bank Foster Collaboration.*

**For Your Success**

Hundreds of cross-border direct investments and collaborative ventures take place each year. Some of the bigger ventures include automobile companies, pharmaceuticals, and technology. Contractual entry strategies, such as franchises, are also common.

For this week, you will complete a Critical Thinking Assignment where you will discuss franchises in Saudi Arabia? Think about why they might be successful, as well as their associated risks. Remember to complete the Check Your Understanding quiz to ensure that you've mastered this week's concepts. There will also be a required Live Session this week. Your faculty will provide further details.

**Learning Outcomes**

1. Explain foreign direct investment (FDI) and collaborative ventures.
2. Describe contractual entry strategies to include licensing and franchising.