



KELLEY
SCHOOL OF BUSINESS
Institute for International Business



CIBER Focus Interview Series

Video Annotation

CIBER Focus: "Today's Global Business Landscape" with Daniel (DJ) Sirota

Link: <https://www.youtube.com/watch?v=-GZv6XELWx8&t=3s>

Length: 14:56

Production Date/Year: May 20, 2019

Keyword Topics:

International Business, Global Marketplace, Business Ethics

Guest Info:

Daniel 'DJ' Sirota currently serves as Vice President Global Business Unit Leader at Cook Medical, he's in charge of the Interventional Radiology division. DJ started at Cook as a Critical Care Sales Representative in 1987. While a sales representative, he also acted as project manager for the Northern Pacific Rim, doing business primarily in Japan and Korea. In 2000 he moved in-house at Cook's global headquarters as the Critical Care Marketing Manager. DJ then transitioned to the Peripheral Intervention Division in 2004 where he quickly became a Senior Product Manager overseeing products that would eventually become the Interventional Radiology product line.

Video Summary/Synopsis:

In this video, DJ will share his thoughts with us about Cook's global business and their strategy, as well as his thoughts about globalization and today's global business landscape.

- How is Cook engaged in the Global Marketplace? - 1:45
- Next Market on Cook is Looking to Expand - 2:15
- Thoughts on the Intersection of Business and Culture - 2:45
- Culture within Cook - 3:45
- Local, Regional and Global Business Impact on One Another - 4:20
- Importance of Listening - 5:05
- Biggest Challenges to Operating in Diverse Marketplace - 6:15
- Universal Values, Ethics and Best Practices - 7:35
- What Does Ethical Behavior Look Like - 8:35
- Globalization and its Complexity - 10:25
- What Skills Will Future Business Professionals Need - 12:10
- What Makes Business Fun - 13:45

Standards:

Global Economics

- **GE-4.1**
 - Demonstrate how all countries are interdependent
- **GE-7.1**
 - Analyze U.S. and foreign economies to forecast how trade may affect job opportunities and income potential
- **GE-7.2**
 - Identify and assess personal interests, abilities, life goals, and possible career choices
- **GE-7.4**
 - Evaluate the impact of sociological, economic and technological changes on future careers

Economics

- **E.2.8**
 - Illustrate how physical and human capital investment raise productivity and future standards of living.

Essential Questions:

- How do different cultures affect the way business is conducted?
- How does local, regional and global business influence each other?
- What are the biggest challenges in conducting business globally?

Depth of Knowledge

- Students will be able to analyze the challenges in conducting business globally with other cultures.
- Students will be able to describe how local, regional and global business impacts the others.
- Students will be able to explain ethical behavior and key skills that are necessary for a future in global business.

Additional Links & Related Information

- Cook Medical
 - <https://www.cookmedical.com/about/>