

MGNT 4625D: International Management

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Office Hrs: TU/TR 9:30-11:00am, 1:30-2:00pm, 3:15-3:45pm and by appointment

Textbook: International Business: Opportunities and Challenges in a Flattening World v. 3.0.2, by Carpenter and Dunung. ISBN: 978-1-4533-9554-7. Electronic book from FlatWorld Knowledge available at:
[Flatworld Knowledge Text Book](#)

OVERVIEW

Prerequisite: MGNT 3600 or equivalent

Credit Hour Policy (3 credit hours):

Each week for approximately 15–16 weeks, students in this class will generally spend 150 minutes engaged in online instruction and work about 360 minutes outside of the classroom. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Course Description and Objectives

This is an online course. However, students are required to take two proctored exams during the semester on the UWG Carrollton campus or an approved proctoring location. The course is intended to help students gain a better understanding of successful international management practices. The course's primary objective is to explore issues surrounding international management and global competitiveness. We will consider some important issues that should be accounted for in international management such as the nature of international competition, cultural differences across countries, and the influences of financial, environmental, socio-cultural, political, and economic forces on the practices of multinational enterprises.

The following technology will be needed for completing this class successfully:

- Access to a personal computer (PC or MAC) with speakers
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact your instructor immediately. Completion of course requirements will be difficult and cumbersome without high-speed internet service.
- Software requirements: Microsoft Office 2007 or higher (available for free through UWG ITS), Adobe Reader, and other potentially required downloads listed in Courseden (D2L).

Learning Objectives

1. Have a broad based knowledge of the economic, business, and trade environment in different countries / areas of the world and how they are linked. (BBA 4)
2. Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing. (BBA 1)
3. Have some knowledge about how basic business concepts and theories in all the different functional areas of business can be interpreted and applied in terms of international business situations. (BBA 4, BBA 6)
4. Be able to analyze international business situations and to recognize how diversity, globalization, and multicultural considerations affect organizational environments and strategic plans. (BBA 5)

Expectations and Responsibilities of Students

Professional Value and Integrity

Students are expected to:

- Know and understand the UWG Honor Code
- Treat others with respect and fairness with an appreciation for cultural diversity
- Adopt a professional attitude in speech and actions

Course Conduct

It is expected, but not mandated, that you access all materials provided for this class including content posted on Courseden and emailed to you. All material provided is subject to inclusion on quizzes/exams. Attendance is required for two exams as listed on the course schedule. During the semester, students are expected to:

- Complete assignments on time
- Arrive to exams on time
- Ask questions if necessary
- Be considerate of others

Other expectations

- It is the student's responsibility to access all content posted on Courseden and emailed to the student.
- Unforeseen changes in the syllabus and assignments will be announced in email.
- It is the student's responsibility to regularly check their email.
- Missing the first graded assignments is grounds for being dropped from the course.

Communication

Expectations of the student: University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. It is the student's responsibility to check his or her email.

Email is a common mode of business communication, yet many emails are far too informal for business communication (i.e., unpunctuated, sloppily written, and using greetings such as 'Hey'). Because of this, all email correspondence must be of professional quality (see document posted in the START HERE folder of Courseden).

Expectations of the instructor: The Management Department believes in work-life balance for both faculty and students. Faculty will typically respond to student emails within 24 hours. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks.

Specific to Online

Be Responsible

This class is self-paced. Cover the material at your own pace and be ready for the examinations. You can submit homework to dropbox and take the quizzes any time prior to the submission deadline. As a self-paced course, if you are confused on any topic, it is your responsibility to raise the question.

Course Content

All lecture videos, PowerPoint slides, class videos (and sometimes summary notes), and exercises are posted on Courseden. I recommend going through the material in the order that it is posted. I have posted one set of PowerPoint slides for each chapter but broken this down by topic for the video lectures.

Courseden

The most important folder on Courseden is START HERE. I suggest you review it first. The other folders are listed by chapter with appropriate contents within and include four types of files as listed below:

CourseDen	
PPT slides	The PowerPoint slide for the respective chapter.
Lecture	Video covering the course content but not necessarily following the PowerPoint presentation verbatim.
Video	Examples of the chapter's concepts that should help you recognize them in business situations.
Exercise	Interaction with the chapter's concepts that should help you apply them to business situations.
Discussions	Weekly discussion topics will be posted.

ASSIGNMENT SUBMISSIONS

Success in business generally requires professionalism. Therefore, any assignment submitted for a grade must clearly display the student's name at the top of the page and be accurate in terms of format, grammar, punctuation, and spelling. I use the "rule of three" when grading all assignments: if I find three or more errors, the assignment will receive a 0 grade and the student will **not** have the opportunity to resubmit the assignment. Carefully proofread all content prior to submission. Also, be aware of the following:

- Indicate your full name and section on all assignments and presentations, even those submitted through email/Courseden.
- Assignments must be typed and professionally formatted (12-pt Times New Roman font, 1-inch margins, and single-space).
- Submit all assignments to Courseden dropbox unless otherwise noted.
- Late assignments will receive a grade of "0" unless appealed directly in advance. Do not expect positive appeals. Timeliness is one of the most important aspects of business.

COURSE SCHEDULE

The following schedule is subject to revisions. Assignments, reference material, and articles are posted on Courseden. Please note that you (the student) are at the center of the learning process. Consequently, achieving positive learning outcomes are fully possible only when you are actively involved in and commit sufficient personal resources to the learning process.

Date	Day	Assignments Due*	Associated Academic Content
Jan 12	SU	Syllabus Quiz	START HERE folder on Courseden
Jan 13-17		Online discussion 1 (Courseden)	
Jan 20-24		Online discussion 2	
Jan 26	SU	HW1: Current Trade Environment	Ch 3
Jan 27-31		Online discussion 3	
Feb 3-7		Online discussion 4	
Feb 9	SU	HW2: Zara Case	Ch 5
Feb 10-14		Online discussion 5	
Feb 17-21		Online discussion 6	
Feb 23	SU	HW3: Export Videos	Ch 6
Mar 1	SU	Have completed the following quizzes: Quiz Ch 1-4 Quiz Ch 5-6 Quiz Ch 7-8	
3-Mar	TU	EXAM 1 3:30-4:45pm UWG Carrollton Campus Miller Hall, room 2202 Student ID and #2 pencil required	Content in Courseden folders Ch 1 - Ch 8
Mar 9-13		Online discussion 7	
Mar 23-27		Online discussion 8	
Mar 29	SU	HW4: Expat moving checklist	Ch 12
Mar 30 - Apr 3		Online discussion 9	
Apr 6-10		Online discussion 10	
Apr 12	SU	HW 5: Movie Review	All
Apr 19	SU	Have completed the following quizzes: Quiz Ch 9-10 Quiz Ch 11 Quiz Ch 12 Quiz Ch 13 Quiz Ch 14	
Apr 21	TU	EXAM 2 3:30-4:45pm UWG Carrollton Campus Miller Hall, room 2202 Student ID and #2 pencil required	Content in Courseden folders Ch 9 - Ch 14
Apr 26	SU	International Firm Analysis	All

GRADES

Grade Composition	Percentage
Syllabus quiz	2%
Weekly discussions	15%
Homework (5 @ 4% each)	20%
Quizzes (8 @ 1% each)	8%
International Firm Analysis	15%
Exam 1	20%
Exam 2	20%

Grade Scale	Percentage
A	90.0 – 100%
B	80.0 – 89.9%
C	70.0 – 79.9%
D	60.0 – 69.9%
F	0 – 59.9%

Assignment	Description (for detail see Assignments section on p7 below)
Syllabus quiz	Short online quiz covering the major points of the syllabus. (located in the START HERE folder of Courseden). Due by 11:59 PM on the stated due date above.
Homework	There will be five homework assignments due by 11:59 PM on the stated due date above. Late submissions will not be accepted. Homework must be typed and must display the student's name at the top of the document. For assignment detail, see below.
Weekly Discussions	Each Monday as indicated on the course schedule, a topic or question will be posted on the Courseden discussion board. These discussions are intended to strengthen your understanding of the course content by analyzing current topics in relation to the course terms and concepts. Students should average one relevant comment for each discussion. By relevant, the comment should be based on class content or provide a unique perspective to the discussion. Simply agreeing or reiterating what has already been said does not count as relevant. A grading rubric is posted on Courseden in the ASSIGNMENTS HELP folder.
Quizzes	Quizzes are posted on Courseden and relate to the assigned chapter's content. These generally consist of 10-12 multiple choice questions and must be completed by 11:59 PM on the stated due date above. Students are allowed two attempts at each quiz.
International Firm Analysis	Each student will contact a firm doing business across borders (U.S. firm doing business abroad or foreign firm doing business in the U.S.) and report on the firm's international business in relation to content of this course. The method of contact is at the student's discretion (face-to-face, phone, skype, email, social media, etc.). The paper, in paragraph format, should be 1,500 words of text (12-point Times New Roman font, 1-inch margins, and single space) with additional pages allowed for any necessary supporting material. The analysis is due on Apr 26 by 11:59 p.m. For assignment detail, see below.
Exams	<p>There are two exams which will be administered on the UWG Carrollton campus as specified above in the course schedule. Exams will normally contain multiple choice, true/false, and short essay questions, and the world map. Tests draw on everything covered in the course, including video presentations, PowerPoint slides, textbook, online discussions, and videos.</p> <p>Test Make-Up Policy: There will be no make-up for exams except for the reasons listed below. Unexcused absences from an exam will result in a zero score. An excused exam absence is defined by one of the following:</p> <ol style="list-style-type: none"> 1. University-sanctioned activity. Written, verifiable notification of the activity must be provided and validated by the instructor at least 72 hours prior to the scheduled exam. 2. Verified medical absence. A written and verifiable note must be presented to me no more than 72 hours after the exam. The note must say that you were physically unable to take the exam at the scheduled time due to the nature of your illness. 3. Other hardship cases provided that you have obtained the required approval of the university.
Extra Credit	To ensure accurate communication, I will reward anyone for identifying errors in class documents (the ones I have created) at a rate of 2 pts per error on the next exam (max 6 pts/exam) for the first student to identify the

Assignment	Description (for detail see Assignments section on p7 below)
	error. If you see an error in spelling, grammar, punctuation, or date (especially), please bring it to my attention. However, please note the “rule of three” below as I will be scrutinizing your documents with equal rigor.

The instructor reserves the right to modify the class schedule, grade scale, graded items, and content of class as necessary.

HONOR CODE

At UWG, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. UWG students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

UWG maintains and monitors a confidential Academic Dishonesty Tracking System that collects and reports patterns of repeated student violations across all Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties.

Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the UWG Honor Code, see the Student Handbook.

Definitions:

- Plagiarism - “representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged”
- Cheating - “using or attempting to use unauthorized materials, information or study aids”
- Fabrication - “falsification or unauthorized invention of any information or citation”

Penalties for Breach of Academic Integrity

Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of penalties from verbal warning to suspension/expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG.

NOTE: Violations of the academic honesty policy may result in expulsion from the University.

Wolf Pact: The Wolf Pact is a commitment by the Richards College of Business family to honesty, integrity, professionalism, accountability for ethical behavior, and to respect for the rights, differences, and dignity of others. We are committed to a culture of academic integrity, where members adhere to our shared values in all academic and non-academic endeavors. We believe these values are essential to student development; whether personal, academic, or professional. Most importantly - establishing yourself as an honest person of integrity, who acts in a professional and ethical manner- will be as important as the academic skills you learn in the Richards College.

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact <https://www.westga.edu/accessibility/>.

Center for Academic Success: The [Center for Academic Success](#) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

University Writing Center: The [University Writing Center](#) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

OTHER COURSE POLICIES

Online privacy: This course may require you to work with other sites and entities beyond UWG and Courshedn (D2L) where some personal information (e.g. your name, affiliation with UWG, or current employment) may be displayed. You have the right to regulate the displaying of information pertaining to yourself on the Internet. If you are uncomfortable displaying information that you deem overly personal, you may take steps to post in a more anonymous manner (such as posting online your first name and last initial only or other pseudonym). You also agree to respect other people’s wishes to remain anonymous.

Links to and from third-party sites: There may be links established between this course and other entities and sites on the World Wide Web, Internet or other areas that are not under the control of, nor maintained by your professor or the University of West Georgia (UWG). These links do not necessarily constitute an endorsement by your professor or UWG, and UWG has no obligation to monitor such sites, and the user agrees that neither your professor nor UWG is responsible for the content of such sites or for any technical or other problems associated with any such third-party site, links, or usage.

Syllabus changes: This syllabus provides a general plan for the course. The instructor reserves the right to make changes to the syllabus plan as necessary. Changes will be announced in class.

Student Rights and Responsibilities

Please carefully review the information at the following link:

[Common Language for Course Syllabi](#)

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester. Information available through this link includes policies regarding the Americans with Disabilities Act, UWG e-mail, credit hours, the honor code, and campus carry.

Concealed Carry Statement

Beginning July 1, 2017, Georgia House Bill 280 permits properly licensed individuals in the State of Georgia to carry a handgun in a concealed manner on property owned or leased by public colleges and universities. However, it is the responsibility of the individual to understand and follow the guidelines set forth by the University System of Georgia. USG guidelines can be found at: [USG Concealed Carry Statement Guidelines](#)

You may also visit our website for help with USG Guidance: [USG Guidance](#)

Textbook Details

Book Title: International Business: Opportunities and Challenges in a Flattening World, v. 3.0.2

Authors: Mason A. Carpenter and Sanjyot P. Dunung

EISBN: 978-1-4533-9554-7

Institution: University of West Georgia

Course Title: International Management

Course Number: MGNT 4625

Accessing the book at:

[Flatworld Text Book](#)

Once there, click on “Read This Textbook Online”, register for an account, then browse or search for the book

Products and costs

There are various products to support the learning experience: Black and White or Color printed books, Print it Yourself PDFs, Audio and eReader book formats as well as study aids and homework and quiz services.

Customer Support

M-F from 9AM to 5PM (EST); Chat: [Flatworld Help](#); Phone: 877-257-9243

Assignment Detail

Below are the assignments to be submitted this semester. Please read each assignment carefully and submit the requested content and format.

Syllabus Quiz (Due 1/12)

Short online quiz covering the major points of the syllabus. (Located in the START HERE folder of CourseDen)

Homework 1 – Current trade environment (Due 1/26)

Visit the following websites and add the information requested to the table. You may copy this table to a separate document and simply provide the answers, no explanation is required.

International Trade Administration (Int'l Trade Administration Website)	
1.	Georgia trade
	Total \$ value of Georgia goods exports in 2017
	Three largest export partner countries
	Three largest export categories
	Number of U.S. jobs supported by Georgia goods exports in 2016
	Number of companies that exported from Georgia in 2015
	Number of small and medium-sized businesses that exported from Georgia in 2015
2.	U.S. trade (found in same document)
	Total \$ value of U.S. goods and services exports in 2017
	Number of U.S. jobs supported by U.S. exports in 2016
	Number of free trade agreements in force
	Number of countries included in these free trade agreements
	Top 3 free trade agreements in terms of growth (2007-2017)
	Percent of Georgia exports that were shipped to free trade agreement countries in 2017
3.	Foreign firm impact in Georgia (found in same document)
	Number of Georgia workers employed by foreign firms in 2015
	Top three countries whose firms employ Georgia workers
World Investment Report 2019 published by the United Nations Conference on Trade and Development. Download the report and read Chapter 1A “Current FDI Trends,” pages 1-6. Additional tables of interest begin on page 211. (Click here)	
4.	Foreign direct investment
	2018 global foreign direct investment (FDI)
	Percent increase/decrease of 2018 FDI over 2017
	2018 inward FDI to developed nations
	2018 inward FDI to developing nations
	2018 outward FDI from developed nations
World Bank (World Bank Website)	
5.	GDP
	2018 world GDP
	2018 U.S. GDP
	U.S. share of world GDP (%) (you may have to calculate this)
	2018 world GDP growth % over 2017 (find the appropriate chart or calculate it)

Homework 2 – Zara fashion (Due 2/9)

Read the Zara article below and answer the following questions:

1. How is Zara different from other clothing companies?
2. How has the local culture of Spain, and especially La Coruña, affected the firm?
Note: Think about the similarity in characteristics of the town and firm.
3. What broad factors of the general environment might affect Zara's future success? Explain your answer.
Note: Think about the six broad environmental factors of the PESTEL model.
4. Identify and explain Zara's international strategy.
Note: see the PowerPoint slides for the Generic International Strategies.
5. Is Zara's business model sustainable? Why?
6. Will Zara succeed in the U.S? Why? (Use the CAGE analysis for this)

Zara article:

[Link to Zara Article](#)

Sample Zara commercial (a bit different than most fashion commercials)

[Link to Sample Zara Commercial](#)

Please note:

- Your name must appear at the top of the submitted document.
- The submission must be typed and formatted well (hand-written and mobile screen shots are not acceptable).
- Spelling, grammar, and punctuation must be accurate.
- Document should contain 12-point Times New Roman font, 1-inch margins, and single-space.
- Submit document to Courseden dropbox.

Optional reading

[Link to Optional Reading](#)

Homework 3 - Export Videos (Due 2/23)

Visit the International Trade Association's website ([Int'l Trade Assoc. Link](#)). Watch the following videos and provide the information requested. This is a very rich site if you are interested in exporting. I encourage you to take advantage of the material beyond the required videos.

Video 1 - Exporting basics: The exporting process overview

Go to: [Homework 3 - Video 1 link](#) (Scroll down to find the video)

1. What are the 5 essential elements of the export process?

Video 2 - Exporting basics: Are you export ready?

[Homework 3 - Video 2 link](#) (Scroll down to find the video)

2. What are the four steps to become export ready?

Video 3 - Exporting basics: My export plan

[Homework 3 - Video 3 link](#) (Scroll down to find the video)

3. What are the six steps to creating your export plan?

Please note:

- For this assignment, bullet points are OK.
- Your name must appear at the top of the submitted document.
- The submission must be typed and formatted well (hand-written and mobile screen shots are not acceptable).
- Spelling, grammar, and punctuation must be accurate.
- Document should contain 12-point Times New Roman font, 1-inch margins, and single-space.
- Submit document to Courseden dropbox.

Homework 4 – Expatriate moving checklist (Due 3/29/)

Below is a sample of a moving checklist of 43 pre-departure concerns for soon-to-be expatriates (continued on the following page). Review the checklist and consider that you are about to become an expatriate. Identify five points that have the highest likelihood of causing you issues during your relocation abroad. Discuss how and why you believe these five could be challenging to your relocation abroad.

Expatriate Moving Checklist 90 days before departure

- Book flights and hotels if required.
- Inform your children's school that you will be moving abroad and ask for transfer certificates and any information which will be relevant when you move.
- Check vaccination requirements in your destination country.
- Arrange pet relocation.
- Inquire about professional moving companies and ask for quotes.
- Create a folder with hard copies and paperwork of the important documents and create a file on your computer for all of your important electronic documents. Check the documentation requirements for the country you are moving to. Many countries require that official paperwork be certified before it can be accepted. See an individual city guide for more information.
- Make a checklist of all packing boxes and what will go in each one.
- Create a tax and finance folder with any information which can be claimed back on taxes. If you are getting your expenses paid for you, put all receipts in this folder.
- Make sure you and your family have valid passports; you will not be travelling anywhere without them.
- Find out about international driving licenses. Most countries will not accept your home country's license. If you can take the test before you leave, do so. It will save time and hassle when you arrive at your new destination.
- Once you find the best moving quote, organize a date for them to come. Ask them to provide details of any property or belongings that you will not be permitted to move to the new country.
- Find out if you, your family and your pets need to have any vaccinations and when you need to have them by. Book appointments at the doctors and vets and be sure to have an international vaccination record booklet.
- Email change of address notifications to friends and family and let everyone important know about your departure. Submit a change of address at the post office, credit card companies, banks, and family and friends.
- If you are renting out your house and do not have any tenants yet, contact local rental agencies for their help.
- Start packing items which you do not need in the next three months such as ornaments, books, photos, jewelry and out of season clothes. Label all boxes.
- If you are selling your house, put it on the market.
- If your current driving license needs renewing, do so before you leave.

60 days before departure

- Ask your doctors, vet and dentist for copies of yours, your families and your pets' medical records. While you are at the doctors, organize a final checkup for you, your family and your pets.
- If you are selling anything such as a car or any household equipment, put it on the market.
- Check all insurance policies and organize your visas if you need to.
- Organize leaving parties for yourself and your children.
- Contact the post office to set up their mail re-routing service.
- Prepare a power of attorney. Make sure you have certified copies of all important documents ready to hand over to the person you will be leaving in charge of your affairs while you are away.
- Contact your bank and explain that you are moving abroad. If you already have your new address, give them this otherwise change the address to a friend or family member for the short-term. If they are unable to offer a global account you will need to find a bank that will.

- Set up direct debits with your bank for any bill payments which you will still be making while you are away. These can include: mortgage payments, loan repayments, pension plans and savings.
- Find out what the local names and equivalents are for any prescription medication you or your family are on. Make sure that it will be available/legal in your destination country. If not you will need to arrange to take a supply with you, together with proof of your need for the medication for customs and excise purposes.
- Set up internet banking – as you will need to manage your money online while you are away. Also, establish online access to your credit cards.
- Have a garage sale of all the things you want to sell.
- If you are renting out your house, get all minor repairs completed.
- Organize the cancellation of all magazine and newspaper subscriptions or regular deliveries you receive.

30 days to go

- Change your address on anything which requires it.
- Make sure to pay all outstanding bills. Leave a small amount of money with someone to settle any that you may have missed.
- Contact the various utilities departments and ask them to discontinue your supply of gas, electricity, water, cable TV and telephone or if you are renting your house out, change the name on the bills.
- Get all paperwork and information required for the shipping company.
- Organize the cancellation of your house insurance on the day you will be leaving.
- If you plan to rent your house, make sure it is in good rental condition and take inventory of everything which will be left behind.
- Start to pack up the house, leaving the essentials that you need for the next month.
- Make sure everyone who needs it has your forwarding address.

Moving day

- If you are shipping items, be sure to get a rough delivery date. Verify all delivery plans with the company and go through the inventory list.
- Pack all essentials in your suitcases. You will be living out of these cases for the immediate future until your shipment arrives.
- Make sure you have left nothing behind in your house – check all cupboards and all rooms.
- Say your final goodbyes.
- Remember to savor the moment as you step on the plane, it is a very important milestone in your life after all.

Source: <http://www.expatinfodesk.com/expat-guide/organizing-your-departure/calendar-before-you-go/>

International Firm Analysis (Due 4/26)

Each student will contact a firm doing business across borders (U.S. firm doing business abroad or foreign firm doing business in the U.S.) and report on the firm's international business in relation to content of this course. The method of contact is at the student's discretion (face-to-face, phone, skype, email, social media, etc.). The paper, in paragraph format, should be 1,500 words of text (12-point Times New Roman font, 1-inch margins, and single space) with additional pages allowed for any necessary supporting material. **Papers not meeting the 1,500-word requirement will receive an initial deduction proportional to the length of the missing text.**

Students should draw heavily from the content of this course when posing questions to the firm. The goal is to apply the various class concepts to "real world" examples while acknowledging the numerous complexities involved in conducting business across borders. Content should include the following at a minimum:

Content	Detail	Content sources*
Short overview of the firm and its international business	What does this company do? Why did you choose this firm?	Firm website, general press
Short overview of the target country and specific city/region where firm conducts international business	Ease of doing business guide (World Bank Group)	Doing Business Website Possibly get from your contact at the firm
External analysis of target country Relevant PESTEL factors Relevant CAGE factors Diamond of national competitive advantage Factors making this target country attractive/risky	See the CIA World Factbook	CIA World Factbook link
	See the Global Competitiveness Report (World Economic Forum)	Global Competitiveness Report Link
	See chapters 2-4	Possibly get from your contact at the firm
Foreign market entry method	How did the firm enter this foreign market (Greenfield, joint venture, acquisition, export, franchise, or license)? See Ch 6.	Possibly get from your contact at the firm
Major cultural issues that the firm has addressed	What issues has the firm faced in terms of Hofstede's dimensions and Hall's factors? See Ch 11.	Hofstede website Possibly get from your contact at the firm
Resources necessary for ongoing operations in country Are they available in-country	See country details in the CIA World Factbook	https://www.cia.gov/library/publications/the-world-factbook/
Talent management	How has the firm staffed its foreign location (expat, host national etc.)? See Ch 12.	Possibly get from your contact at the firm
Your assessment	Based on what we covered in class, has the firm approached international business in the right or wrong way? Explain.	
References	APA format	APA Format information

**Note that not all content must come from your firm contact. Because business people have little spare time, carefully choose which questions to ask your contact.*

I understand this is a lot of content to cover in a short amount of space. Choose wisely what info to include and what to exclude.

Above all, give generous use of class terms and concept throughout the document.

International Firm Analysis Grading

- Before I grade any content, I will check the following in your paper:
- Length of your text (minimum 3 pages)
- Margins (1-inch)
- Line spacing (single-space)
- Appropriate section headers