



COLORADO STATE UNIVERSITY  
— GLOBAL —

## MGT305: INTRODUCTION TO INTERNATIONAL BUSINESS

### **Credit Hours: 3**

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

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## **COURSE DESCRIPTION AND OUTCOMES**

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### **Course Description:**

This is an introductory course in international business, focusing on how American firms function in sociocultural, demographic, political, legal, economic, and technological environments outside of the United States. A special emphasis on the influence of culture on business decision-making will be researched and analyzed. This course creates the foundation to study more international dynamics of various functional areas, such as accounting/finance, economics, management, and marketing.

### **Course Overview:**

This course explains how and why the world's countries differ by looking at their demographic, political, legal, economic, and technological environments. Students will learn and apply in practice how these variables affect the business decision-making process. The course also presents a thorough review of the economics of international trade and of the global monetary system. Students will also examine and apply strategies of international business, as well as assess the role of international business. This course creates the foundation to study more international dynamics of various functional areas such as accounting/finance, economics, management, and marketing.

### **Course Learning Outcomes:**

1. Examine national cultures and related business environments.
2. Analyze strategies for doing business and critically think about international or global commerce.
3. Explain various theories and concepts related to international commerce.
4. Expand your experience researching international markets, and to help you understand the opportunities and challenges involved.

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## **PARTICIPATION & ATTENDANCE**

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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### Required:

Hill, C. W. L., & Hult, G. T. M. (2018). *Global business today* (10th ed.). New York, NY: McGraw-Hill. ISBN 13: 978-1259686696

### Suggested:

none

**NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.**

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### Module 1

#### Readings

- Chapters 1 & 4 in *Global Business Today*
- Stahl, G. K., Miska, C., Lee, H., & Luque, M. S. (2017). The upside of cultural differences. *Cross Cultural & Strategic Management*, 24(1), 2-12. doi:10.1108/ccsm-11-2016-0191
- Fortune. (2019) Fortune 500. Retrieved from <https://fortune.com/fortune500/>

#### Opening Exercise (0 points)

## **Discussion (25 points)**

## **Mastery Exercise (10 points)**

### **Module 2**

#### **Readings**

- Chapters 2 & 3 in *Global Business Today*
- Amadeo, K. (2018). 5 Traits of Emerging Market Countries. Retrieved from <https://www.thebalance.com/what-are-emerging-markets-3305927>
- The Economist (2016). Economic and Financial Indicators, Retrieved from <http://www.economist.com/indicators>

#### **Opening Exercise (0 points)**

#### **Discussion (25 points)**

#### **Mastery Exercise (10 points)**

#### **Critical Thinking (65 points)**

##### **Option 1: Country Technology**

Conduct research online regarding the use of technology and especially mobile usage in Mexico, on websites such as CIA Factbook and CountryWatch. Address the following in your response.

- Determine whether or not your company should expand to Mexico.
- Present the facts that you based your decision on from your research.
- Identify any major challenges your company should prepare for if you determine you should proceed with the expansion.

Some of your partners want to launch the app in Mexico. Go online and do research regarding the use of technology and especially mobile usage in Mexico, on websites such as CIA Factbook and CountryWatch. Include in your recommendation whether or not to expand in Mexico with some of the indicators discussed in the module, the textbook and found in your research.

Create a PowerPoint presentation to better explain your decision to your friends. Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your “voice over” in the notes section (speaker notes) of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The text of your slides should at minimum equate to the content of a 2 page paper. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

##### **Option 2: Country Opportunities**

Select a foreign country that interests you either for investment purposes or to visit. Go to the CIA Factbook website, MarketWatch, and to other sources of information and look over the information available about this country.

After acquiring information about this country, its culture, geography, economy, government, and many other indicators, address the following in your response.

- Based on the facts you have gathered, assess how favorable the country is for foreign investments.
- Address the risks involved in foreign investments in your chosen country.
- Substantiate your recommendation with some of the indicators discussed in the module, the textbook, and found in your research.

After acquiring information about this country, its culture, geography, economy, government and many other indicators, please use this information to make an assessment on how favorable this country is for foreign investments and how risky it may be to invest in this market. Include in your recommendation some of the indicators discussed in the module, the textbook, and found in your research.

Your assignment should be a paper 2-3 pages long, not including the required title and reference pages. Adhere to the CSU-Global Guide to Writing and APA Requirements. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

### **Portfolio Milestone (20 points)**

#### **Option 1: Submit Company or Organization Name and Description**

This week you will identify the American manufacturer that you will use for your Portfolio Project, and you will submit the name and a brief description to your instructor. This should be a company or organization that produces goods or services with which you are familiar. Please see the Portfolio Project description and Rubric in the Module 8 folder for more details. Incorporate instructor feedback on this description as you move forward.

#### **Option 2: Submit Company or Organization Name and Description**

This week you will identify the major international company that you will use for your Portfolio Project, and you will submit the name and a brief description to your instructor. This should be a company or organization that produces goods or services with which you are familiar. Please see the Portfolio Project description and Rubric in the Module 8 folder for more details. Incorporate instructor feedback on this description as you move forward.

## **Module 3**

### **Readings**

- Chapters 6, 7, 8, & 9 in *Global Business Today*

- Marano, V., Tashman, P., & Kostova, T. (2017). Escaping the iron cage: Liabilities of origin and CSR reporting of emerging market multinational enterprises. *Journal of International Business Studies*, 48(3), 386-408.
- Marano, V., Tashman, P., & Kostova, T. (2017). Escaping the iron cage: Liabilities of origin and CSR reporting of emerging market multinational enterprises. *Journal of International Business Studies*, 48(3), 386-408.
- Xu, K. (2017, July 19). How to Expand CSR Past Your Borders. Retrieved from Triple Pundit: <https://www.triplepundit.com/story/2017/how-expand-csr-past-your-borders/16411>

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (65 points)**

#### **Option 1: Trade Profile**

Knowing the trade profile of a country can help global businesses assess its trade potential from different points of view, as a potential market or a place of manufacturing. The World Trade Organization International Trade Statistics is an annual report that provides statistics on trade in merchandise and commercial services.

Using the most recent statistics available, identify the top exporters in merchandise and the top exporters in commercial services.

- Determine whether or not each of these exporters has been at the top of the list for some time or if they are newly emerging leaders.
- Evaluate these statistics and assess whether there are any differences between the two lists.
- If there are differences, explain the differences and other significant factors you observe.
- Create a PowerPoint presentation to better explain your findings.

Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your “voice over” in the notes section (speaker notes) of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The text of your slides should at minimum equate to the content of a 2 page paper. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

#### **Option 2: Trade Profile**

Knowing the trade profile of a country can help global businesses assess its trade potential from different point of view, as a potential market or a place of manufacturing. The World Trade Organization International Trade Statistics is an annual report that provides statistics on trade in merchandise and commercial services.

For this assignment, locate the World Trade Organization International Trade Statistics annual report for the U.S. and address the following.

- Using the most recent statistics available, identify the profile of the United States.
- Evaluate how the U.S. stands in these statistics.
- Assess what can be done to improve its position and provide recommendations.

Your assignment should be a paper 2-3 pages long, not including the required title and reference pages. Adhere to the CSU-Global Guide to Writing and APA Requirements. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

### **Portfolio Milestone (20 points)**

#### **Option 1: Submit Country Decision and Overview**

Describe the country targeted by the company you identified in Week 2. This will be the issue that you will be working on for your Portfolio Project.

Look for valuable instructor feedback on your work. See the Portfolio Project Rubric in the Module 8 folder for more details. Review the Portfolio Project Descriptions on the Week 8 Assignment page and the Portfolio Project grading rubric, which can be accessed from the Course Information page. The Portfolio Project will be due at the end of the course before midnight of Week 8.

This week select which of the two Portfolio Project options you will complete. Before midnight on Sunday, describe the country targeted by the company you identified in Week 2. This will be the issue that you will be working on for your Portfolio Project. Provide a summary of the topics that you plan to cover to the drop box link in this assignment. Your summary should include bullet points in the form of sentences or phrases describing each major argument you want to make, organized as the final project will be organized. Your approach to theory can change as you progress through the Portfolio Project, so the information you provide this week is not set in stone. Although this document is by no means a complete or final document, it should be sufficiently advanced to serve as a guide for a working draft of your project that serves to ensure that your writing is clear, thoughtful, and precise. Your submission should be 250-500 words in length.

#### **Option 2: Submit Country Overview**

Present and describe the main country characteristics of the USA that can affect your international business. This will be the issue that you will be working on for your Portfolio Project.

Look for valuable instructor feedback on your work. See the Portfolio Project Rubric in the Module 8 folder for more details. Review the Portfolio Project Descriptions on the Week 8 Assignment page and the Portfolio Project grading rubric, which can be accessed from the Course Information page. The Portfolio Project will be due at the end of the course before midnight of Week 8.

This week select which of the two Portfolio Project options you will complete. Before midnight on Sunday, given the company you identified in Week 2, describe the main country characteristics of the U.S. that can affect your international business' expansion into the U.S. market. This will be the issue that you will be working on for your Portfolio Project. Provide a summary of the topics that you plan to cover to the drop box link in this assignment. Your summary should include bullet points in the form of sentences or phrases describing each major argument you want to make, organized as the final project

will be organized. Your approach to theory can change as you progress through the Portfolio Project, so the information you provide this week is not set in stone. Although this document is by no means a complete or final document, it should be sufficiently advanced to serve as a guide for a working draft of your project that serves to ensure that your writing is clear, thoughtful, and precise. Your submission should be 250-500 words in length.

## **Module 4**

### **Readings**

- Chapters 10 & 11 in *Global Business Today*
- Peddada, K. (2016). Divergent Monetary Policies & Global Financial Stability. *AAYAM: AKGIM Journal of Management*, 6(2), 1-7.
- The Economist. (2016). The Big Mac Index: Calories and Currencies.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (80 points)**

#### **Option 1: Fixed Exchange Rate**

Imagine that Canada and the United States decide to adopt a fixed exchange rate system. Considering concepts from this module, address the following:

- Analyze and evaluate the consequences of such a system for international businesses.
- Evaluate how this would affect the flow of trade and investment among the two countries.
- Provide your position, with arguments, regarding this possibility.
- Create a PowerPoint presentation to better explain your findings.
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Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your “voice over” in the notes section (speaker notes) of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*.

Include at least three scholarly sources (you may use the recommended readings) to support your answers. The text of your slides should at minimum equate to the content of a 2 page paper. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

#### **CT Option 2: Make or Buy**

You own an electronics company in the US, and you also have a components manufacturing facility in Mexico that you finance with funds from the US. Your assembly operations and headquarters are in the US. You hear that the Mexican peso is expected to depreciate by 25% against the dollar on the foreign exchange market within the next year. Considering the indicators and information discussed in the module, the textbook, and that you find in your research.

- Analyze this situation by using indicators learned in class.
- Evaluate how this change might impact your business.
- Recommend measures that can be taken to avoid losses.
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Your assignment should be a paper 2-3 pages long, not including the required title and reference pages. Adhere to the CSU-Global Guide to Writing and APA Requirements. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

## **Module 5**

### **Readings**

- Chapters 12, 13 & 14 in *Global Business Today*
- Haapanen, L., Juntunen, M., & Juntunen, J.. (2016). Firms' capability portfolios throughout international expansion: A latent class approach. *Journal of Business Research*, 69(12), 5578-5586.
- Infobase, film distributor, & Video Education Australasia. (2017). *Selling Products Globally* (Business Without Borders). Place of publication not identified]: Video Education Australasia.  
Permalink: [https://csuglobal-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=01COLSU\\_ALMA51301046440003361&context=L&vid=01COLSU\\_GLOBAL&search\\_scope=Everything&tab=default\\_tab&lang=en\\_US](https://csuglobal-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=01COLSU_ALMA51301046440003361&context=L&vid=01COLSU_GLOBAL&search_scope=Everything&tab=default_tab&lang=en_US)

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (80 points)**

### **Option 1: Entry mode**

In completion of your degree requirements for CSU, you have chosen to take MGT495 Business Management Practicum as an elective course. For this practicum you will work closely with personnel in a company in your community to combine business management theory with professional practice. For this assignment, choose a company you might consider for MGT495 that has the potential for international expansion.

- Analyze the company and its domestic market.
- Analyze one potentially viable country for expansion and analyze its main indicators of the macroenvironment.
- Create an overview and PowerPoint presentation regarding the main risks and opportunities of entering into the country of your choice and the recommended mode of entry.
- Identify changes you would recommend your company make regarding its products or business strategy for the new market.

Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your “voice over” in the notes section (speaker notes) of the slides. This voice over—or text of your



presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The text of your slides should at minimum equate to the content of a 2 page paper. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

### **Option 2: Export**

American Giant, an apparel manufacturing company from USA, wants to expand in South America by starting to export on some major market there <http://www.american-giant.com/why-were-here.html>.

Their first targets are Argentina and Brazil.

- Analyze the company and its domestic market.
- Analyze one of the two countries and analyze its main indicators of the macroenvironment.
- Write an overview regarding the main risks and opportunities of exporting in the country of your choice.
- Identify changes you would recommend the company make regarding its products or business strategy?

Your assignment should be a paper 2-3 pages long, not including the required title and reference pages. Adhere to the CSU-Global Guide to Writing and APA Requirements. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

## **Module 6**

### **Readings**

- Chapter 15 in *Global Business Today*
- Frasch, R. N., and Westfall, C. Z. (2016). *Sourcing Goods and Suppliers in China: A How-To Guide for Small Businesses*. *Forbes*.
- Kim, Bosung, Park, Kun Soo, Jung, Se-Youn, & Park, Sang Hun. (2018). Offshoring and outsourcing in a global supply chain: Impact of the arm's length regulation on transfer pricing. *European Journal of Operational Research*, 266(1), 88-98.

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (80 points)**

### **Option 1: Logistics Technology**

Amazon is expanding in a few emerging countries, including Indonesia and Thailand. Your job is being an advisor to Amazon. They need to make a decision whether they are going to keep the logistics in house and managed by Amazon employees, or outsource this to a logistics company that operates in the new market country.

- Analyze the advantages and disadvantages of both options.
- Examine opportunities to use technology to improve current logistics practices.
- Evaluate advantages of outsourcing its logistics needs.
- Discuss how either option may impact Amazon's current supply chain management practices.
- Recommend to the Amazon team what you have determined to be the best option.

You can check the World Bank's Logistics Performance Index (LPI), which assesses the trade logistics environment and performance of countries, as well as other sources of information.

Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your "voice over" in the notes section (speaker notes) of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The text of your slides should at minimum equate to the content of a 2 page paper. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

### **Option 2: Make or buy**

A German electronics company, GLux, is looking for a location to open a factory in Mexico. While looking for spaces and discussing with locals, a major Mexican manufacturer, TechMex, makes them a different offer. TechMex can manufacture two product lines for GLux at a good price, which would mean that GLux can outsource their production for the Americas to TechMex and will no longer need to open a factory there.

- Evaluate the advantages and disadvantages of these solutions.
- Analyze benefits of GLux opening its own factory and controlling the production process.
- Discuss how outsourcing production might impact supply chain management.
- Considering indicators and information discussed in the module, the textbook, and that you find in your research, provide a recommendation to GLux regarding this decision.

Your assignment should be a paper 2-3 pages long, not including the required title and reference pages. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

## **Module 7**

### **Readings**

- Chapter 16 in *Global Business Today*
- Lund, S., & Tyson, L. (2018). Globalization Is Not in Retreat: Digital Technology and the Future of Trade. *Foreign Affairs*, 97(3), 130-140.

- Malik, M. (2018). The nexus of globalization and international trade. *Pakistan & Gulf Economist*, 37(8), 7-9.

#### **Opening Exercise (0 points)**

#### **Discussion (25 points)**

#### **Mastery Exercise (10 points)**

### **Module 8**

#### **Readings**

- Chapters 5 & 17 in *Global Business Today*
- Marano, V., Tashman, P., & Kostova, T. (2017). Escaping the iron cage: Liabilities of origin and CSR reporting of emerging market multinational enterprises. *Journal of International Business Studies*, 48(3), 386-408.
- El Ghoul, S., Guedhami, Omrane, & Kim, Yongtae. (2017). Country-level institutions, firm value, and the role of corporate social responsibility initiatives. *Journal of International Business Studies : JIBS : The Journal of the Academy of International Business*, 48(3), 360-385.
- Dumont, A. (2018). Why International Business Expansion Needs a New Model Seizing a new opportunity abroad has significant organizational impact. *Workforce (Media Tech Publishing, Inc.)*, 97(3), 32.

#### **Opening Exercise (0 points)**

#### **Discussion (25 points)**

#### **Mastery Exercise (10 points)**

#### **Portfolio Project (310 points)**

#### **Option 1: International Expansion Strategy**

The task for the portfolio is to prepare an international expansion strategy for a local American manufacturer, no matter their industry (clothing, food...).

You are required to:

- Pick a real product and a target country.

To prepare your final project you should:

- Prepare a broad overview of the target country (Market Intelligence).
- Determine key national characteristics that will affect marketing of the product (Business environment analysis).
- Analyze market entry options (FDI vs. export vs. joint venture; opportunities for market entry).

- Determine entry strategy on entry mode, management structure, marketing and distribution strategies, management of resources, and HR (Market entry strategy analysis).
- Formulate your Marketing Mix decisions

**Instructions:** Your project must incorporate the following elements:

- **Company Background:** Describe the company and the goods and services it provides. (NOTE: The description of the company is submitted during Week 2. This is worth 20 points toward the final Portfolio Project grade.)
- **Market Intelligence:** broad overview of the target country: please include here information about its political, legal, cultural, economic and technological characteristics. Please make sure you provide supporting statistics and indicators for each component of the macroenvironment. (NOTE: The description of the company is submitted during Week 3. This is worth 20 points toward the final Portfolio Project grade.)
- **Business Environment Analysis:** Determine key national characteristics that will affect marketing of the product, SWOT, ethical implications.
- **Market Entry Analysis:** Analyze market entry options.
- **Market Entry Strategy:** entry strategy on entry mode, management structure, marketing mix, management of resources, and HR.
- **Recommendations:** provide your recommended course of action.
- **Contingency Plan:** risks, potential ethical dilemmas, solutions and an exit strategy if the company had to quit the market.

### Paper Requirements

- Your Portfolio Project should be 10-12 pages long, not including the required title and reference pages, and formatted according to *the CSU-Global Guide to Writing and APA Requirements*.
- Include a minimum of five scholarly sources (the CSU-Global Library is a good place to find these sources).
- Employ in-text citations and references that adhere to APA formatting.

### Option 2: International Business Consultant

The task for the portfolio is to be an international business consultant for a major foreign company that is not already present on the American market. This company has chosen you as a consultant to help them enter the market.

You are required to:

- Pick a real foreign company.

To prepare your final project you should:

- Analyze the foreign business thoroughly: marketing mix, target segment, major competitors...
- Analyze the American market (Market Intelligence).
- Determine key national characteristics that will affect marketing of the product (Business environment analysis).

- Analyze market entry options (FDI vs. export vs. joint venture; opportunities for market entry).
- Determine entry strategy on entry mode, management structure, marketing and distribution strategies, management of resources, and HR (Market entry strategy analysis).
- Formulate your Marketing Mix decisions and recommendations

**Instructions:** Your project must incorporate the following elements:

- **Company Background:** An analysis of the company, its offerings and SWOT (NOTE: The description of the company is submitted during Week 2. This is worth 20 points toward the final Portfolio Project grade.)
- **Market Intelligence:** broad overview of the American market. Please make sure you provide supporting statistics and indicators for each component of the macroenvironment. (NOTE: The description of the main market characteristics is submitted during Week 3. This is worth 20 points toward the final Portfolio Project grade.)
- **Business Environment Analysis:** Determine key national characteristics that will affect marketing of the foreign product, including consumer characteristics, competitors, SWOT, ethical implications.
- **Market Entry Analysis:** Analyze market entry options.
- **Market Entry Strategy:** entry strategy on entry mode, management structure, marketing mix, management of resources, and HR.
- **Recommendations:** provide your recommended course of action.
- **Contingency Plan:** risks and solutions and an exit strategy if the company had to quit the market.

#### **Paper Requirements**

- Your Portfolio Project should be 10-12 pages long, not including the required title and reference pages, and formatted according to *the CSU-Global Guide to Writing and APA Requirements*.
- Include a minimum of five scholarly sources (the CSU-Global Library is a good place to find these sources).
- Employ in-text citations and references that adhere to APA formatting.

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## COURSE POLICIES

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Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### Course Grading

20% Discussion Participation  
37% Critical Thinking Assignments  
0% Opening Exercises  
8% Mastery Exercises  
35% Final Portfolio Project

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## IN-CLASSROOM POLICIES

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For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

### Citing Sources with APA Style

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

### Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource

Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

**Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.