



COLORADO STATE UNIVERSITY
— GLOBAL —

MIM560: 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.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course examines the factors that affect international business. Topics include the analysis of a country for prospective business opportunities, including the assessment of internal cultural and societal characteristics, how economic policies and regulations relate to trade activities, natural resource, labor, and outsourcing opportunities and their influence on the advancement of multinational enterprises. Challenging and unique considerations in the formulation and execution of organizational expansion considerations are addressed.

Course Overview:

Welcome to MIM560 International Business. This course addresses the factors that affect international business and business expansion. Discussion topics include demographic, economic, political, natural resource, technology, and cultural characteristics and the role they play in the advancement of multinational enterprises. The course also addresses challenging business and legal issues around the world.

Course Learning Outcomes:

1. Analyze a country profile for prospective business opportunities.
2. Evaluate internal cultural and societal characteristics for synergistic benefits.
3. Evaluate economic policies and regulations in relation to trade activities.
4. Appraise the importance of natural resource opportunities and sustainability in terms of business decisions.
5. Ascertain labor and outsourcing opportunities with attention to long-term risks and benefits.
6. Synthesize cross-border and regional opportunities for future expansion.

PARTICIPATION & ATTENDANCE

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.

COURSE MATERIALS

Required:

Cavusgil, S., Knight, G. & Riesenberger, J. (2017). *International business: The new realities* (4th ed.). Upper Saddle River, NJ: Prentice Hall. ISBN-13: 9780134324838

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.

COURSE SCHEDULE

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 11:59 p.m. MT. Late posts may not be awarded points.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Chapter 1 & 2 in *International Business: The New Realities*
- Zhao, S., & Zhang, Z. (2016). The political economy of energy resources between China and ASEAN states: Opportunity and challenge. *Chinese Economy*, 49(6), 456–466. <https://doi-org.csuglobal.idm.oclc.org/10.1080/10971475.2016.1207987>

Discussion (25 points)

Critical Thinking (80 points)

Option #1: Case Study: Internationalization at Harley-Davidson

Read the Harley Davidson case study in chapter 1 of *International Business: The New Realities*, 4th edition. Then answer the following questions found also at the end of the case study:

1. What is the nature of the international business environments Harley faces? What types of risks does the firm face? What recommendations do you have to mitigate these risks?

2. How can Harley Davidson benefit from expanding abroad? What types of advantages can the firm obtain? What advantages acquired abroad can help Harley improve its performance in its home market (what synergies exist or are gained from expansion)?
3. How can Harley effectively compete with rivals from Japan and Europe? What strategies should management apply to grow the firm's sales in those regions?
4. Competitors such as Lifan and Zongshen are beginning to emerge from China, where they enjoy competitive advantages like low-cost labor, extensive experience with emerging markets, and their home country's support. How can Harley compete against such firms? What regulatory and compliance requirements exist for hiring and managing of foreign or remote employees? Should Harley aggressively pursue emerging markets such as Brazil, China, and India? If so, what strategies will help Harley Davidson succeed in those markets?
5. Evaluate Harley's environmental sustainability initiatives in the evolving regulatory environment on global greenhouse gas. What advantages does Harley gain by attempting to produce environmentally safe and sustainable products?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook.
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Option #2: China's International Trade Positioning?

Answer the following questions after reading the required article, Zhao, S., & Zhang, Z. (2016). The political economy of energy resources between China and ASEAN States: Opportunity and challenge. *Chinese Economy*, 49(6), 456–466. . <https://doi-org.csuglobal.idm.oclc.org/10.1080/10971475.2016.1207987>

1. How does the China-ASEAN Free Trade Area encourage international trade?
2. How does the China-ASEAN Free Trade Area encourage international business?
3. What opportunities and challenges does this agreement create for China?
4. How does the communist system in China affect innovation or entrepreneurial creativity within the energy industry?
5. How does China's One Belt and One Road contribute to international business?
6. If you were the CEO of a corporation that determined an expansion into China was the best course of action, what key topics, decisions, or actions would you identify as essential to support your expansion? What regulatory or compliance requirements would you need to understand in the hiring and managing for your foreign and remote employees?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook.
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Portfolio Reminder

Review the Portfolio Project description and rubric in the **Module 8** and begin to think about which project option you would like to complete for your final project:

1. Product or service associated with a United States for profit business of interest to you.
2. Product or service associated with a current or past employment situation from your own work position.

The project is due in Week 8 and constitutes approximately one third of your grade for the course.

Module 2

Readings

- Chapters 3 & 12 in *International Business: The New Realities*
- Ghemawat, P. (2001). Distance still matters: The hard reality of global expansion. *Harvard Business Review*, 79(8), 137-147.
- Leung, K. (2014). Globalization of Chinese firms: What happens to culture? 中国企业的全球化：文化有什么作用? *Management & Organization Review*, 10(3), 391–397.

Discussion (25 points)

Critical Thinking (80 points)

Option #1: Case Study: Advanced Biomedical Devices: Assessing Readiness for Exporting

Read the closing case from Chapter 12: Advanced Biomedical Devices: Assessing Readiness for Exporting in *International Business: The New Realities*, 4th edition in chapter 12. Then answer the following questions:

1. What country, or countries would you select for exporting? What criteria would you use for determining which country, or countries you would select for exporting? To what extent is the culture of the country/countries selected relevant to the success of this action? Based on your criteria, which countries would you select and why.
2. Summarize the arguments in favor of globalization that the business executive made. What is the role of technology in supporting company performance in a globalizing business environment? What risks are present in their international expansion goal?
3. What ethical concerns need to be discussed and what strategies would you recommend to avoid any ethical or socially responsible challenges in this international expansion plan? Are there any sustainability risks that this company needs to consider?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook. **How do organizational or government indices contribute to informing your analysis?**
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Option #2: Case Study: Hollywood and Global Culture

Read the Hollywood and Global Culture case study in chapter 3 of *International Business: The New Realities*, 4th edition. Then answer the following questions:

1. Most aspects of foreign culture, such as language, religion, gender roles, and problem-solving strategies, are hard for the casual observer to understand. In what ways do Hollywood movies affect national culture outside the United States? What aspects of U.S culture do Hollywood films promote around the world? Can you observe any positive effects of Hollywood movies on world cultures?
2. What conditions create a competitive advantage within this industry? Why is the United States the largest producer of entertainment? Is there another country that could develop, or has a competitive advantage that is positioned for future success within this industry?
3. What societal or cultural factors are necessary to support a competitive advantage in this industry?
4. What strategies would you recommend supporting principles of corporate sustainability, social responsibility and ethical behavior within this industry?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook. **Support your analysis with facts including any organizational or government indices to inform your analysis.**
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Module 3

Readings

- Chapter 4 in *International Business: The New Realities*

Discussion (25 points)

Critical Thinking (80 points)

Option #1: Corporate Social Responsibility at Coca-Cola

Read the Corporate Social Responsibility at Coca-Cola case study in chapter 4 of *International Business: The New Realities*, 4th edition. Then answer the following questions:

1. Give examples of unethical or unsustainable behavior that firms in the food and beverage industry might undertake.
2. What types of sustainable practices has Coca-Cola adopted over time?
3. In what ways does Coca-Cola help improve the lives of those who live in developing economies and emerging markets?
4. In what ways does Coca-Cola violate CSR? Given these violations, what recommendations do you have for Coca-Cola to support principles of corporate sustainability, social responsibility and ethical behavior within a global environment?
5. Is it financially feasible for a company like Coca-Cola to be both profitable and socially responsible? How does executive level concern for Coca-Cola's stock price influence their CSR

behavior? Is there evidence that stakeholder interests impact Coco-Cola's CSR behavior? What is the evidence?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook.
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Option #2: Bribery and Corruption at Siemens - Corporate Misconduct

Read the Bribery and Corruption at Siemens in chapter 4 of *International Business: The New Realities*, 4th edition. Research another recent case or cases of corruption, misconduct, or unethical practice within the last three years and answer the following questions:

1. Provide an overview of that case explaining what happened. What actions did Siemens make that were ethical or supported CSR behaviors? What actions did Siemens make that were unethical or not supported by CSR behaviors?
2. What impact did the misconduct have on customers or the public at large?
3. Should a corporation decide not to conduct business with certain countries due to the expectation of bribery as part of the country's normal operating procedures? Should corporations' only select countries with similar cultural or societal characteristics in conducting business? Why or why not?
4. What recommended strategies to support principles of corporate sustainability, social responsibility and ethics do you have for this company?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook.
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Portfolio Milestone (25 points)

Option #1: Emerging Markets

Begin gathering and reviewing **ten** recent peer reviewed articles or professional references related to:

- Business strategy in the global markets
- Market entry strategies in the global markets
- Target country's labor regulations and work ethics
- Political/economic/legal risks in the target country
- Industry projections in the target country

Submit an annotated bibliography of your selected sources for grading. The CSU Global Library is a good place to find these references.

All references should conform to the CSU Global Writing Center.

Once you have gathered and submitted your annotated bibliography, you should begin drafting your Portfolio Project.

Option #2: Global Markets

Begin gathering and reviewing **ten** most recent peer reviewed articles or professional references related to:

- Business strategy in the global markets
- Market entry strategies in the global markets
- Target country's labor regulations and work ethics
- Political/economic/legal risks in the target country
- Industry projections in the target country

Submit an annotated bibliography of your selected sources for grading. The CSU Global Library is a good place to find these references.

All references should conform to the CSU Global Writing Center.

Once you have gathered and submitted your annotated bibliography, you should begin drafting your Portfolio Project and researching appropriate graphics for your slides.

Module 4

Readings

- Chapters 5, 6 & 7 in *International Business: The New Realities*
- Baldwin, R. (2016). The World Trade Organization and the future of multilateralism. *Journal of Economic Perspective*, 30(1), 95-116.
- Bethlehem, D. (2014). The end of geography: The changing nature of the international system and the challenge to international law. *European Journal of International Law*, 25(1), 9-24.

Discussion (25 points)

Module 5

Readings

- Chapters 11 & 16 in *International Business: The New Realities*.
- Azab, C., Key, T. M., & Clark, T. (2017). Country market sequential order-of-entry: A learning effects approach. *Journal of Global Marketing*, 30(4), 210–227.
- Shah, A. (2018). Does upward product line extension hurt or benefit a firm's competitive advantage? The case of Honda's Acura, Nissan's Infiniti, and Toyota's Lexus brands. *Journal of Marketing Development & Competitiveness*, 12(1), 28–36.

Discussion (25 points)

Critical Thinking (80 points)

Option #1: Final Country Market Selection (General)

(Product or service associated with a United States of America (U.S.) for-profit business of interest to you, Module 8 final project selection)

1. For Week Five's Critical Thinking Assignment apply Ghemawat's (2001) administrative and political distance, geographic distance, and economic distance analysis to the selected corporation. This was a required reading in module two.
2. Given your analysis using this tool, what prospective business opportunities are present?
3. Define and defend the company's international competitive strategy(ies) and international corporate level strategy(ies) likely to be employed.
4. Create a condensed marketing plan to support your choices.

Reference

Ghemawat, P. (2001). Distance still matters: The hard reality of global expansion. *Harvard Business Review*, 79(8), 137-147.

Submission Requirements

Your well-written paper should meet the following requirements:

- Be four to six pages in length.
- Be formatted according to the CSU Global writing Center.
- Include at least five scholarly or peer-reviewed articles. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion, and references page.

Option #2: Final Country Market Selection (Employment-related)

(Product or service associated with a current or past United States of America (U.S.) for-profit business employer)

1. For Week Five's Critical Thinking Assignment apply Ghemawat's (2001) administrative and political distance, geographic distance, and economic distance analysis to the selected corporation. This was a required reading in Module Two.
2. Given your analysis using this tool, what prospective business opportunities are present?
3. Define and defend the company's international competitive strategy(ies) and international corporate level strategy(ies) likely to be employed.
4. Create a condensed marketing plan to support your choices.

Reference

Ghemawat, P. (2001). Distance still matters: The hard reality of global expansion. *Harvard Business Review*, 79(8), 137-147.

Submission Requirements

Your well-written paper should meet the following requirements:

- Be four to six pages in length.
- Be formatted according to the CSU Global Writing Center.
- Include at least five scholarly or peer-reviewed articles. The CSU Global Library is a good place to find these resources.
- Include a title page, section headers, introduction, conclusion, and references page.

Portfolio Milestone (25 points)

Option #1: Final Portfolio Project (General)

Submit a six-page draft of your project based on the requirements for the final project found in Module 8. Be sure to use the CSU Global Writing Center. Also, include six peer-reviewed articles /professional sources in addition to the textbook. Include a title page, section headers, introduction, conclusion, and reference page.

Option #2: Final Portfolio Project (Employment-related)

Submit a six-page draft of your project based on the requirements for the final project found in Module 8. Be sure to use the CSU Global Writing Center. Also, include six peer-reviewed articles /professional sources in addition to the textbook. Include a title page, section headers, introduction, conclusion, and reference page.

Module 6

Readings

- Chapters 8, 9 & 10 in *International Business: The New Realities*

Discussion (25 points)

Critical Thinking (80 points)

Option #1: Tata Group: India's New Global Challenger

Read the closing case for chapter 8 on Tata Group: India's New Global Challenger in *International Business: The New Realities*, 4th edition. Then answer the following questions found at the end of the case:

1. What is the importance of natural resource opportunities and sustainability in terms of Tata's decisions?
2. What opportunities and constrictions does (or did) Tata face in labor and outsourcing decisions?
3. What are the long-term risks and benefits to Tata's decisions regarding natural resources, labor decisions, outsourcing decisions and sustainability?
4. Analyze Tata's competitive markets and the economic and political factors that affect these competitive markets. Classify the competitive markets as emerging markets, developing economies or advanced economies. How does this classification change risks and opportunities for international business?
5. How do financial and regulatory factors impact Tata's decisions and potential successes?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook.
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Option #2: Company or Case Study Review

Select a company either from one of the cases in the textbook, or another company of your choice.

1. Describe the company's products and key industries. Make sure you include the name of the company you selected.
2. What is the importance of natural resource opportunities and sustainability in terms of your selected company's decisions?
3. What opportunities and constrictions does (or did) the company you selected face in labor and outsourcing decisions?
4. What are the long-term risks and benefits to your selected company's decisions regarding natural resources, labor decisions, outsourcing decisions and sustainability?
5. Analyze your selected company's competitive markets and the economic and political factors that affect these competitive markets. Classify the competitive markets as emerging markets, developing economies or advanced economies. How does this classification change risks and opportunities for international business?
6. How do financial and regulatory factors impact Tata's decisions and potential successes?

When writing your paper, be sure to follow these guidelines:

- Four to six pages in length, organized, and well-written in conformity with CSU Global Writing Center.
- Support your answers using four to six peer reviewed articles/professional sources in addition to the textbook.
- Include a title page, section headers, introduction, conclusion, and reference page.

Review the Critical Thinking grading rubric to see how you will be graded for this assignment.

Module 7

Readings

- Chapters 13, 14 & 15 in *International Business: The New Realities*
- Export.gov. (2018, July 2) European Union – Market Overview. Retrieved from https://www.export.gov/article?series=a0pt0000000PAtkAAG&type=Country_Commercial__kav
- Government of Canada. (2019, March 3). Trade and investment agreements. Retrieved from <https://www.international.gc.ca/trade-commerce/trade-agreements-accords-commerciaux/agr-acc/index.aspx?lang=eng>
- Office of the United States Trade Representative. (n.d.). *Trade agreements*. Retrieved from <https://ustr.gov/trade-agreements>

Discussion (25 points)

Career Development (50 points)

For this assignment, you should first complete the following tasks:

- Initiate a focused job search for international positions using industry key words and document your results. Search using a job board of your choosing or the CSU Global Career Center. (For instance, if you are a U.S. citizen, search for U.S. firms that are seeking U.S. citizens to work outside of the U.S.)
- Build a professional-quality resume or curriculum vitae (CV) that offers a clear representation of you and your skills. Be sure to access the CSU Global Career Center through the student portal and explore the resources, information, and tools available

to assist you in your career pursuits. Pay particular attention to the resources pertaining to building an effective resume, as well as information pertaining to the job interview. Note that among the comprehensive offerings, Career Center reviewers will evaluate your resume free of charge.

Note: You may fictionalize company names, reference information, contact information, or any other information that you feel may compromise your privacy, although the resume/CV should reflect your qualifications as accurately as possible.

- Conduct a practice interview either on your own (using flash cards with prepared questions), with the help of a friend/family member, or with a professional in your field.

Part II

Next, develop a well-written paper that includes the following:

- The results of your job search;
- A summary of what you learned in building a resume; and,
- An assessment of your experience in a practice interview, including what you learned that you can apply to a real-life interview.

Submission Requirements

Submit your resume and paper as separate documents.

Your paper should meet the following requirements:

- Be 3-5 pages in length.
- Your well-written submission should be in two documents and formatted according to the CSU Global writing Center.

Module 8

Readings

- Chapter 17 in *International Business: The New Realities*
- Bales, K., Bogg, A., & Novitz, T. (2018). "Voice" and "choice" in modern working practices: Problems with the Taylor review. *Industrial Law Journal*, 47(1), 46–75.
- López Mourelo, E., & Samaan, D. (2018). Can labor provisions in trade agreements promote gender equality? Empirical evidence from Cambodia. *Review of Development Economics*, 22(1), 404–433.

Discussion (25 points)

Portfolio Project (300 points)

Option #1: Final Portfolio Project (General)

[Product or service associated with a United States of America (U.S.) for-profit business of interest to you]

You are the International Business Management Adviser to the Chief Executive Officer (CEO) of a successful corporation of your choice. The company desires continued market growth. In addition to financial success, the company's CEO is interested in maintaining the highest of ethical standards and engaging in sustainable business practices.

Your job is to use the resources provided in the modules from this course, and your independent research, to create a market entry strategy to tap an appropriate foreign country market not currently aligned with this corporation. The project should cover the following points.

- Introduce the company including the company's full legal name. Identify if the company is publicly traded and its market capitalization.
- Provide a description of the company.
- Define and introduce the industry(ies) in which the company operates.
- Provide a description of the industry(ies).
- Include a figure showing the analysis of the company's position given Porter's (1990) Diamond Analysis. Identify if the company is likely to succeed outside of U.S. given the findings of the analysis.
- Describe the company's competitive strategy(ies) used in the U.S.
- Describe the company's corporate level strategy(ies) used in the U.S.
- Identify the company's domestic customer(s).
- Analyze the readiness of the company to engage in international business.
- Justify the selection of the company's target country market you selected using primary and secondary screening techniques. What cross-border opportunities are present, which opportunities are the most viable?
- Include a table that contains a CAGE analysis (cultural distance, administrative and political distance, geographic distance, and economic distance), required reading in Module Five, (Ghemawat, 2001) for the target country market.
- Analyze the target country markets relative to labor (e.g., costs, work ethic, productivity, availability, etc.), infrastructure, natural resources, regulations and sustainability. Identify synergies between the organization's culture and societal factors of the selected country for expansion efforts.
- Describe the company's target country customer (is the target country's customer different from the U.S. customer)—if so, explain how.
- Define and defend the entry strategy used to enter the target country market.
- Define and defend the company's international competitive strategy(ies) and international corporate level strategy(ies) likely to be employed.
- Explain if outsourcing is used in the target country market and if you recommend this action.
- Identify CSR opportunities, ethical risks and actions to support or mitigate these areas.
- Justify follow-on/new opportunities that the company might pursue. Include an appendix with a memo communicating this intended action for distribution throughout the company.

Submission Requirements

- Your paper must be 11-14 pages in length, not including the title and reference pages.
- Your paper must cite and reference at least seven outside sources not associated with the textbook, course readings, or course assignments. The CSU Global Library is a great place to find sources.
- Your paper must comply with the requirements defined in the CSU Global Writing Center.
- Refer to the Portfolio Project Rubric for specific grading criteria.

Option #2: Final Portfolio Project (Employment-related)

[Product or service associated with a current or past United States of America (U.S.) for-profit business employer]

You are the International Business Management Adviser to the Chief Executive Officer (CEO) of a corporation where you work or have worked. The company desires continued market growth. In addition to financial success, the company and the CEO are interested in maintaining the highest of ethical standards and engaging in sustainable business practices.

Your job is to use the resources provided in the modules from this course, and your independent research, to create a market entry strategy to tap an appropriate foreign country market not currently aligned with this corporation. The project should cover the following points.

- Introduce the company including the company's full legal name. Identify if the company is publicly traded and its market capitalization.
- Provide a description of the company.
- Define and introduce the industry(ies) in which the company operates.
- Provide a description of the industry(ies).
- Include a figure showing the analysis of the company's position given Porter's (1990) Diamond Analysis. Identify if the company is likely to succeed outside of U.S. given the findings of the analysis.
- Describe the company's competitive strategy(ies) used in the U.S.
- Describe the company's corporate level strategy(ies) used in the U.S.
- Identify the company's domestic customer(s).
- Analyze the readiness of the company to engage in international business.
- Justify the selection of the company's target country market you selected using primary and secondary screening techniques. What cross-border opportunities are present, which opportunities are the most viable?
- Include a table that contains a CAGE analysis (cultural distance, administrative and political distance, geographic distance, and economic distance), required reading in Module Five, (Ghemawat, 2001) for the target country market.
- Analyze the target country markets relative to labor (e.g., costs, work ethic, productivity, availability, etc.), infrastructure, natural resources, regulations and sustainability. Identify synergies between the organization's culture and societal factors of the selected country for expansion efforts.
- Describe the company's target country customer (is the target country's customer different from the U.S. customer)—if so, explain how.
- Define and defend the entry strategy used to enter the target country market.
- Define and defend the company's international competitive strategy(ies) and international corporate level strategy(ies) likely to be employed.
- Explain if outsourcing is used in the target country market and if you recommend this action.
- Identify CSR opportunities, ethical risks and actions to support or mitigate these areas.
- Justify follow-on/new opportunities that the company might pursue. Include an appendix with a memo communicating this intended action for distribution throughout the company.

Submission Requirements:

- Your paper must be 11-14 pages in length, not including the title and reference pages.
- Your paper must cite and reference at least seven outside sources not associated with the textbook, course readings, or course assignments. The CSU Global Library is a great place to find sources.
- Your paper must comply with the requirements defined in the CSU Global Writing Center.
- Refer to the Portfolio Project Rubric for specific grading criteria.

COURSE POLICIES

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

Graduate Course Grading	
20%	Discussion Participation
45%	Critical Thinking Assignments
35%	Final Portfolio Project
0%	Live Classroom

IN-CLASSROOM POLICIES

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 /re-purposing your own work (see CSU Global Library page for Citing & APA Resources and Avoiding Common Plagiarism Mistakes 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 APA format for all assignments. For details, please review the APA guidelines within the CSU Global Writing Center. A link to this resource should 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 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.