

**FIN 336 Milestone Two Guidelines and Rubric  
Economic Environments and Risk Mitigation**

**Overview:** This milestone will help you complete Sections II and III of the final project.

**Prompt:** Develop a report that analyzes one company’s approach to multinational expansion. Include financial factors such as economic environments and market conditions, risk mitigation strategies, and ethical and legal practices.

Specifically, the following **critical elements** must be addressed:

**II. Economic Environments and Market Conditions**

- C. Explain the role of international **financial markets and institutions** in global environments in evaluating their impact on the company’s risk management strategies.
- D. Analyze **impacts of exchange rate** on the company’s performance for determining if a loss occurred because of fluctuations or devaluations of foreign currencies. Provide examples from the past year to support your claims.

**III. Risk Mitigation:** Examine sources of risk and risk reduction methods available to multinational corporations. Use the 2007–2008 annual report and the most current annual report to support responses in this section.

- B. Discuss risks and financial factors associated with **exchange rates and interest rates** for assessing how they inform the company’s financial management approaches.
- C. Discuss **diversification** in the company’s expansion model for examining advantages or disadvantages, and provide examples and financial information from the past year to support claims.
- D. Discuss **company strategies** before and after the 2007–2008 crisis for determining possible reasons for the company’s current financial performance. Provide examples to support your claims.

**Rubric**

**Guidelines for Submission:** Your paper must be submitted as a 1- to 2-page Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Cite appropriate academic references as necessary.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Economic Environments and Market Conditions: Financial Markets and Institutions</b>	Explains the role of international financial markets and institutions in global environments in evaluating their impact on the company’s risk management strategies	Explains the role of international financial markets and institutions in global environments in evaluating their impact on the company’s risk management strategies, but explanation is cursory, illogical, or missing key elements	Does not explain the role of international financial markets and institutions in global environments	18

# Southern New Hampshire University

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Economic Environments and Market Conditions: Impacts of Exchange Rate</b>	Analyzes impacts of exchange rate on the company's performance for determining if a loss occurred because of fluctuations or devaluations of foreign currencies, and provides examples from the past year to support claims	Analyzes impacts of exchange rate on the company's performance for determining if a loss occurred because of fluctuations or devaluations of foreign currencies, and provides examples from the past year to support claims, but analysis or examples provided are cursory, illogical, or missing key elements or contain inaccuracies	Does not analyze impacts of exchange rate on the company's performance	18
<b>Risk Mitigation: Exchange Rates and Interest Rates</b>	Discusses risks and financial factors associated with exchange rates and interest rates for assessing how they inform the company's financial management approaches	Discusses risks and financial factors associated with exchange rates and interest rates for assessing how they inform the company's financial management approaches, but discussion is cursory or illogical or contains inaccuracies	Does not discuss risks and financial factors associated with exchange rates and interest rates	18
<b>Risk Mitigation: Diversification</b>	Discusses diversification in the company's expansion model for examining advantages or disadvantages and provides examples and financial information from the past year to support claims	Discusses diversification in the company's expansion model for examining advantages or disadvantages and provides examples and financial information from the past year to support claims, but discussion or supporting financial information is cursory or illogical or contains inaccuracies	Does not discuss diversification in the company's expansion model	18
<b>Risk Mitigation: Company Strategies</b>	Discusses company strategies before and after the 2007–2008 crisis for determining possible reasons for the company's current financial performance, and provides examples to support claims	Discusses company strategies before and after the 2007–2008 crisis for determining possible reasons for the company's current financial performance, and provides examples to support claims, but discussion or supporting examples are cursory or illogical or contain inaccuracies	Does not discuss company strategies before and after the 2007–2008 crisis for determining possible reasons for the company's current financial performance	18
<b>Articulation of Response</b>	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
<b>Total</b>				<b>100%</b>