

INT 610: Group Project Guidelines and Grading Guide

Overview

The final project for this course is a written **International Investment Report** and a **Summary Presentation**. Your company wants you and your colleagues to research a possible investment in a foreign country. Your team will be given an industry and a country. You will need to pick a company in the industry. This can be an existing real company (Eg. Starbucks) or a fictitious company made up by your team.

You must evaluate the industry and country of investment to determine if the current circumstances in the specified country can support a business of your type. Country evaluation should focus on economic, financial and political risk of the country. Industry structure analysis would look at the regulatory structure as well as the competition in the target country. Issues such as privatization, identification of major competitors and overall strategy for entering the country should be discussed. Depending on industry, your branch could be only for local market, to produce products for export (US market), or both. You must define the scenario.

The final recommendation would be whether or not to enter the specific country in the designated sector and what should be your entry strategy. The goal of the project is to analyze the prospects for expanding your company into the foreign country.

The project consists of two parts, an international investment report and a summary presentation. A draft of the summary report is due in **Module Five** to scaffold learning and ensure quality final submissions. The final draft of the investment report and summary presentation are submitted in **Module Ten**.

Main Elements

To gain the full support of management, your report should include, as a minimum, the following content:

1. Introduction

Describe the basics of the proposal. Identify:

- Country basics
- Company basics
- Purpose of expansion and project specifications

2. Country Evaluation

Describe the country of investment. Include the following:

- Economic structure, indicators and risk
- Financial structure, indicators and risk
- Political structure and risk
- Recent history which impacts current conditions and risks

- Geography, natural resources and existing industries that impacts current conditions and risks
- Overall risk indicators

3. Industry Evaluation

Describe the industry in the country. Include the following:

- Regulatory structure
- Competition – Major and minor competitors
- Local financing options for the expansion
- Overall attractiveness of the industry

4. Entry Strategy

Discuss the mode of entry (Joint Venture, Wholly owned subsidiary, license etc) for the venture. Be sure to give:

- The mode of entry. Be as specific as possible.
- If appropriate, what relationships or partnerships will be built, with whom and why
- Reasons behind the choices

5. Recommendation

Summarize your findings and recommendation for future plans. Include a plan to visit the country. Identify travel objectives, key persons with which to meet, activities to experience (related to your industry), travel plans and cost estimate.

Format

Milestone One: Draft Summary Presentation

In **5-2**, you will submit a summary of your findings with references regarding the country of investment in the form of a PowerPoint presentation. Include:

- Country and company background
- Political, Economic and Financial risks
- Political, Economic and Financial benefits
- Overall Risk Indicators

Final Project: Submit Final International Investment Report

In **10-1**, you will submit your Final International Investment Report to your instructor. It should be a complete, polished artifact containing **all** of the main elements of the final product (10-15 pages). It should reflect the incorporation of feedback gained throughout the course. **This submission is graded separately using the Report Rubric.**

Final Project: Submit Summary Presentation

In **10-2**, you will submit your Summary Presentation (including all content requirements). **This submission is graded with the Presentation Rubric in the Assignment Guidelines and Rubrics folder.**

Report Rubric

Guidelines for Submission: Written components of projects must follow these formatting guidelines when applicable: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. The length of the report should be between 10-15 pages.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Description of Context	Accurately summarizes the context of the prompt using specific detail from the all relevant modules	Accurately summarizes the context of the prompt using specific detail from more than one module	Accurately summarizes the context of the prompt	Does not accurately summarize the context of the prompt	10
Illustration of Main Elements	Includes all of the main elements of the final product and cites multiple examples to illustrate each element	Includes all of the main elements of the final product and cites at least one example to illustrate each element	Includes all of the main elements and requirements of the prompt	Does not include all of the main elements and requirements of the prompt	15
Strategic Thinking	Plan demonstrates highly strategic thinking; goal(s), objectives, strategies and tactics are clearly aligned and specific; is tailored to the realities of the environment	Plan demonstrates mostly strategic thinking; goal(s), objectives, strategies and tactics align and are specific, but not completely realistic	Plan demonstrates some strategic thinking; goal(s), objectives, strategies and tactics mostly align, but have limited specificity or are not realistic	Plan does not demonstrate strategic thinking; goal(s), objectives, strategies and tactics do not align or are not specific	20
Evaluation	Justifies all claims and recommendations using logic, evidence and in a way that demonstrates creative thinking	Justifies all claims and recommendations using logic and evidence	Justifies almost all claims and recommendations using logic and evidence	Does not justify several claims or recommendations using logic and evidence	20
Mechanics	No errors related to organization, grammar, and style	Errors of grammar, organization, and style are marginal and rarely interrupt the flow	Errors of grammar, organization, and style are limited enough that the paper is still able to be understood	Errors of grammar, organization, and style make the paper difficult to understand	10
Incorporation of Scholarly Resources in APA Format	Incorporates at least five properly cited scholarly resources that reflect depth and breadth of research	Incorporates at least four properly cited scholarly resources that reflect depth of research	Incorporates at least two properly cited scholarly resources	Does not incorporate at least two properly cited scholarly resources	15

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Collaboration [partly based on Group Evaluation Form data]	Meets the requirements of Proficient, and the group effectively communicates to establish order, processes, and/or leadership	Group members specialize the tasks/elements and provide feedback on each other's work to maintain collaboration and ensure equitable contributions	Group members make equitable contributions to the project	Group members do not make equitable contributions to the project	10
Total					100%