



Week 8 Assignment 2

Week 8 Assignment 2 Submission

Click the link above to submit your assignment.

Students, please view the "Submit a Clickable Rubric Assignment" in the Student Center.

Instructors, training on how to grade is within the Instructor Center.

Assignment 2: Expansion into a Foreign Market, Part II

Due Week 8 and worth 200 points

Note: Refer to Assignment 1 to complete this assignment.

Assume that the company reviewed, voted on, and accepted the study that you prepared for Assignment 1. Everyone involved is satisfied with your analysis of the country's culture, politics, laws, ethics, and economics. Now, you are being asked to look into the business aspects of a deal, and report on customers, markets, competitors, and finances of one foreign organization with which the company might choose to deal. **Note:** Avoid expressing personal opinions of the market.

Write a six to eight (6-8) page paper in which you:

1. Select the organization that the company would like to deal with, and briefly describe its business profile. **Note:** Your description should include, at a minimum, but not be limited to the organization's mission, lines of business, and main products / services.
2. Analyze the fundamental approaches that the company might take in dealing with the proposed organization (e.g., export, FDI).
3. Determine the best option for the company to use in order to minimize foreign exchange risks. Justify the response.
4. Suggest two (2) ways in which the company could leverage politics and laws in order to maximize the probability of a successful deal. Provide a rationale for the response.
5. Determine the key financial, operations, marketing, and human resources commitments that the company must make. Next, recommend one (1) strategy that the company could use in order to fulfill at least one (1) of these commitments. Justify the response.
6. Use at least two (2) quality references. **Note:** Wikipedia and other Websites and blogs do not qualify as academic resources.

Your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Analyze the challenges and advantages of foreign direct investment.

Part I was reported on
China, Japan,
and Toyota

- Appraise the strategies companies use to minimize risk in the foreign exchange markets.
- Formulate supporting financial management, operations/production, marketing, and human resource management strategies to conduct international operations.
- Use technology and information resources to research issues in international business environment.
- Write clearly and concisely about international business environment using proper writing mechanics.

Click [here](#) to view the grading rubric for this assignment.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 200		Assignment 2: Expansion into a Foreign Market, Part II			
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Select the organization that the company would like to deal with, and briefly describe its business profile. Note: Your description should include, at a minimum, but not be limited to the organization's mission, lines of business, and main products / services. Weight: 10%	Did not submit or incompletely selected the organization that the company would like to deal with; did not submit or incompletely briefly described its business profile.	Insufficiently selected the organization that the company would like to deal with; insufficiently briefly described its business profile.	Partially selected the organization that the company would like to deal with; partially briefly described its business profile.	Satisfactorily selected the organization that the company would like to deal with; satisfactorily briefly described its business profile.	Thoroughly selected the organization that the company would like to deal with; thoroughly briefly described its business profile.
2. Analyze the fundamental approaches that the company might take in dealing with the proposed organization (e.g., export, FDI). Weight: 15%	Did not submit or incompletely analyzed the fundamental approaches that the company might take in dealing with the proposed organization (e.g., export, FDI).	Insufficiently analyzed the fundamental approaches that the company might take in dealing with the proposed organization (e.g., export, FDI).	Partially analyzed the fundamental approaches that the company might take in dealing with the proposed organization (e.g., export, FDI).	Satisfactorily analyzed the fundamental approaches that the company might take in dealing with the proposed organization (e.g., export, FDI).	Thoroughly analyzed the fundamental approaches that the company might take in dealing with the proposed organization (e.g., export, FDI).
3. Determine the best option for the company to use in order to minimize foreign exchange risks. Justify the response. Weight: 15%	Did not submit or incompletely determined the best option for the company to use in order to minimize foreign exchange risks. Did not submit or incompletely justified the response.	Insufficiently determined the best option for the company to use in order to minimize foreign exchange risks. Insufficiently justified the response.	Partially determined the best option for the company to use in order to minimize foreign exchange risks. Partially justified the response.	Satisfactorily determined the best option for the company to use in order to minimize foreign exchange risks. Satisfactorily justified the response.	Thoroughly determined the best option for the company to use in order to minimize foreign exchange risks. Thoroughly justified the response.
4. Suggest two (2) ways in which the company could leverage politics and laws in order to maximize the probability of a successful deal. Provide a rationale for the response. Weight: 15%	Did not submit or incompletely suggested two (2) ways in which the company could leverage politics and laws in order to maximize the probability of a successful deal. Did not submit or incompletely provided a rationale for the response.	Insufficiently suggested two (2) ways in which the company could leverage politics and laws in order to maximize the probability of a successful deal. Insufficiently provided a rationale for the response.	Partially suggested two (2) ways in which the company could leverage politics and laws in order to maximize the probability of a successful deal. Partially provided a rationale for the response.	Satisfactorily suggested two (2) ways in which the company could leverage politics and laws in order to maximize the probability of a successful deal. Satisfactorily provided a rationale for the response.	Thoroughly suggested two (2) ways in which the company could leverage politics and laws in order to maximize the probability of a successful deal. Thoroughly provided a rationale for the response.
5. Determine the key financial, operations, marketing, and human resources commitments that the company must make. Next, recommend one (1) strategy that the company could use in order to fulfill at least one (1) of these commitments. Justify the response. Weight: 20%	Did not submit or incompletely determined the key financial, operations, marketing, and human resources commitments that the company must make. Did not submit or incompletely recommended one (1) strategy that the company could use in order to fulfill at least one (1) of these commitments. Did not submit or incompletely justified the response.	Insufficiently determined the key financial, operations, marketing, and human resources commitments that the company must make. Insufficiently recommended one (1) strategy that the company could use in order to fulfill at least one (1) of these commitments. Insufficiently justified the response.	Partially determined the key financial, operations, marketing, and human resources commitments that the company must make. Partially recommended one (1) strategy that the company could use in order to fulfill at least one (1) of these commitments. Partially justified the response.	Satisfactorily determined the key financial, operations, marketing, and human resources commitments that the company must make. Satisfactorily recommended one (1) strategy that the company could use in order to fulfill at least one (1) of these commitments. Satisfactorily justified the response.	Thoroughly determined the key financial, operations, marketing, and human resources commitments that the company must make. Thoroughly recommended one (1) strategy that the company could use in order to fulfill at least one (1) of these commitments. Thoroughly justified the response.

	justified the response.			justified the response.	
6. 2 references (or number in the assignment) Weight: 5%	No references provided	Does not meet the required number of references, and / or references are of poor quality.	Meets the required number of references; some or all references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
7. Writing Mechanics, Grammar, and Formatting Weight: 5%	Serious and persistent errors in grammar, spelling, punctuation, or formatting.	Numerous errors in grammar, spelling, and punctuation.	Partially free of errors in grammar, spelling, punctuation, or formatting.	Mostly free of errors in grammar, spelling, punctuation, or formatting.	Error free or almost error free grammar, spelling, punctuation, or formatting.
8. Appropriate use of APA in-text citations and reference section (if applicable, might not apply to some 100 level courses such as ACC100) Weight: 5%	Lack of in-text citations and / or lack of reference section.	In-text citations and references are given, but not in APA format.	In-text citations and references are provided, but they are only partially formatted correctly in APA style.	Most in-text citations and references are provided, and they are generally formatted correctly in APA style.	In-text citations and references are error free or almost error free and consistently formatted correctly in APA style.
9. Information Literacy/Integration of Sources Weight: 5%	Serious errors in the integration of sources, such as intentional or accidental plagiarism, or failure to use in-text citations.	Sources are rarely integrated using effective techniques of quoting, paraphrasing, and summarizing.	Sources are partially integrated using effective techniques of quoting, paraphrasing, and summarizing.	Sources are mostly integrated using effective techniques of quoting, paraphrasing, and summarizing.	Sources are consistently integrated using effective techniques of quoting, paraphrasing, and summarizing.
10. Clarity and Coherence of Writing Weight: 5%	Information is confusing to the reader and fails to include reasons and evidence that logically support ideas.	Information is somewhat confusing with not enough reasons and evidence that logically support ideas.	Information is partially clear with minimal reasons and evidence that logically support ideas.	Information is mostly clear and generally supported with reasons and evidence that logically support ideas.	Information is provided in a clear, coherent, and consistent manner with reasons and evidence that logically support ideas.