


Southern New Hampshire University
INT 650 Final Project Milestone One Guidelines and Rubric

Prompt: To begin your final project, you will submit a short paper with your country, industry, and company overview, and a description of your country's specific trade policies. Provide a brief overview where you select a specific international market and a company within a selected industry. Imagine you are an international consultant. You are working on providing a client with highly specific analysis of a particular international market, while keeping in mind the industry that the client is in.

- 1) Are the trade policies in your selected international market sufficiently competitive to attract new companies in a particular industry?
- 2) Are the trade barriers in your selected market low and beneficial in order for new companies to succeed in a specified industry?
- 3) What changes in trade policies, trade barriers, or new trade agreement alliances would make the country more competitive and desirable for your particular industry and company?

Specifically, the following critical elements must be addressed:

I. Country, Industry, and Company Overview:

- Provide brief overview of the chosen international market.
- Provide a brief overview of the chosen industry in which your company is operating.
- Provide a brief background of the company you have selected.
- Include the nature of the company's products or services.

II. Trade Policies: Describe the country's specific trade policies geared toward foreign multinational corporations (MNCs).

- A. **Define** trade policies in your specific international market. Consider drawing from multiple sources in your definition.
- B. Determine the **implications** of the trade policies **on** your **company**. Do these policies ease or hinder your company's business? Why?
- C. Determine the **implications** of the trade policies **on** your **industry**. Do these policies ease or hinder the industry within the specific international market? Why?
- D. Determine the **implications** of the trade policies **on** **consumers**. Do these policies hinder the consumer's purchasing power within the specific international market? Why?

Guidelines for Submission: Milestone One must be submitted as a 2–3 page (not including title and reference pages) Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Included should be at least two scholarly references. All references should be cited in APA format.

Rubric

Note About Rubric: Note that the grading rubric for the critical elements below is not identical to that of the final project. The Final Project Rubric will include an additional “Exemplary” category that provides guidance as to how you can go above and beyond “Proficient” in your final submission. You will receive feedback from your instructor on each of your milestones that you should be sure to incorporate into your final submission.

Critical Elements	Proficient (100%)	Needs Improvement (70%)	Not Evident (0%)	Value
Overview	Provides a general overview of the international market, industry, and company, including key details	Provides a general overview of the international market, industry, and company, but with gaps in key details	Does not provide a general overview of the international market, industry, and company	20
Trade Policies: Define	Accurately defines trade policies in specific international market	Defines trade policies in specific international market, but with gaps in accuracy	Does not define trade policies in specific international market	10
Trade Policies: Implications on Company	Determines the implications of the trade policies on company, explaining why the policies ease or hinder company’s business	Determines the implications of the trade policies on company, explaining why the policies ease or hinder company’s business, but with gaps in accuracy or detail	Does not determine the implications of the trade policies on company	20
Trade Policies: Implications on Industry	Determines the implications of the trade policies on industry, explaining why the policies ease or hinder industry	Determines the implications of the trade policies on industry, explaining why the policies ease or hinder industry, but with gaps in accuracy or detail	Does not determine the implications of the trade policies on industry	20
Trade Policies: Implications on Consumers	Determines the implications of the trade policies on consumers, explaining why the policies do or do not hinder consumers’ purchasing power	Determines the implications of the trade policies on consumers, explaining why the policies do or do not hinder consumers’ purchasing power, but with gaps in accuracy or detail	Does not determine the implications of the trade policies on consumers	20
Articulation of Response	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
Total				100%