

INT 650 Final Project Guidelines and Rubric

Overview

The final project for this course is the creation of a **country competitiveness audit**.

Analyzing international market competitiveness is an important skill for global managers and employees. Global organizations are looking for research and analytical skills in aspiring practitioners in international business. This final project will exercise your ability to make recommendations to stakeholders based on real-world data.

For your final project in this course, you will utilize theories and resources in conducting a comprehensive country competitiveness audit for a given international market. Your ultimate goal is to determine whether or not entering a specific market and specific industry is not only feasible, but also profitable for a company of your choosing. You will select the company, the industry in which it operates, and the international market with approval from your instructor.

The project is supported by **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Three, Five, and Seven**. The final submission will occur in **Module Nine**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Determine trade policies conducive to company business in international markets by assessing their implications on business, the economic environment, company operations, and consumers
- Suggest alternative trade barrier options that facilitate international trade and increase country competitiveness based on country competitiveness audits
- Evaluate advantages and disadvantages of trade agreements and foreign trade zones in international markets for determining their impacts on specific industries
- Forecast the ramifications of tariffs and quotas on specific industries using appropriate economic calculations
- Evaluate the overall competitiveness of international markets and industries in determining their value for prospective companies

Prompt

Your country competitiveness analysis should answer the following prompt: Imagine you are an international consultant. You are working on providing a client with a highly specific analysis of a particular international market, while keeping in mind the industry that the client is in. Your project should answer three major questions:

- 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. **Overview:** Provide a general overview where you select a specific international (non-U.S.) market, an industry, and a company within that industry. Introduce the country, industry, and the company, including key details such as the location and general statistics of the country and the competition of the market.
- 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?
- III. **Trade Barriers:** Describe the country's specific trade barriers geared toward foreign MNCs entering the market.
 - A. **Define** trade barriers in your specific international market. Consider drawing from multiple sources in your definition.
 - B. Determine the implications of the trade barriers on your **company**. Do these barriers hinder your company's business? Justify your response.
 - C. Determine the implications of the trade barriers on your **industry**. Do these barriers hinder the industry within the specific international market? Justify your response.
 - D. Determine the implications of the trade barriers on **consumers**. Do these barriers hinder the consumer's purchasing power within the specific international market? Justify your response.
- IV. **Recalculating Parameters:** Select the previously identified trade barriers and change their parameters for your selected industry, making appropriate economic calculations and representing the changes in charts.
 - A. Calculate the effect of the change of a **tariff** on your particular industry. Illustrate the change visually in a chart.
 - B. Calculate the effect of the change of a **quota** on your particular industry. Illustrate the change visually in a chart.
 - C. Calculate the effect of the change of a government **subsidy** on the overall GDP. Illustrate the change visually in a chart.
- V. **Trade Agreements and Foreign Trade Zones**
 - A. **Describe** your country's specific trade agreements and applicable foreign trade zones.
 - B. Evaluate the advantages and disadvantages of the trade **agreements** on the specific international market. What is their impact on the industry in which your company operates?
 - C. Evaluate the advantages and disadvantages of the foreign trade **zones** on the specific international market. What is their impact on the industry in which your company operates?

VI. **Competitiveness**

- A. Evaluate the overall competitiveness of your **specific market** based on the World Competitiveness Yearbook. For example, how attractive is this market to foreign direct investment? Support your response with evidence.
- B. Evaluate the overall competitiveness of your **industry** in the specific market based on the World Competitiveness Yearbook. For example, the produce industry in Chile has restrictive accessibility and therefore a low competitiveness. Support your response with evidence.

VII. **Recommendations**

- A. What existing **trade policies** would help the company to succeed in their industry and market? Support your answer with your findings from the previous sections of the report.
- B. Suggest alternative **trade barrier options** based on your findings to help your company succeed. Should any barriers be changed? Support your answer with your findings in the previous sections of the report.
- C. Recommend whether or not your company should **enter the industry** in your particular market. In other words, what is the value of this opportunity for your company in terms of feasibility and profitability? Support your recommendation with the data from World Competitiveness Yearbook.

Milestones

Milestone One: Overview and Trade Policies

In **Module Three**, you will submit the Overview (Section I) and Trade Policies (Section II) sections of the final project. This milestone should be submitted as a short paper that provides an overview of your chosen country, industry, and company and a description of your country's specific trade policies. **This milestone will be graded with the Milestone One Rubric.**

Milestone Two: Trade Barriers and Recalculating Parameters

In **Module Five**, you will submit the Trade Barriers (Section III) and Recalculating Parameters (Section IV) sections of the final project. This milestone should be submitted as a short paper that analyzes in detail the trade barriers in your selected international market that impact your chosen industry, and recalculates the parameters of the trade barriers of your selected industry. **This milestone will be graded with the Milestone Two Rubric.**

Milestone Three: Trade Agreements and Foreign Trade Zones; Competitiveness

In **Module Seven**, you will submit the Trade Agreements and Foreign Trade Zones (Section V) and Competitiveness (Section VI) sections of the final project. This milestone should be submitted as a short paper that analyzes and describes trade agreements and foreign trade zones, indicating which ones would be more beneficial for your company and for your industry, and provides a detailed analysis of competitors in your chosen global market and industry. **This milestone will be graded with the Milestone Three Rubric.**



Final Project Submission: *Country Competitiveness Audit*

In **Module Nine**, you will submit your country competitive audit. It should be a complete, polished artifact containing all of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. For this final submission, you will be writing Recommendations (Section VII) and combining those with your revised milestones. **The final project will be graded using the Final Project Rubric (below).**

Deliverables

Milestone	Deliverables	Module Due	Grading
One	Overview and Trade Policies	Three	Graded separately; Milestone One Rubric
Two	Trade Barriers and Recalculating Parameters	Five	Graded separately; Milestone Two Rubric
Three	Trade Agreements and Foreign Trade Zones; Competitiveness	Seven	Graded separately; Milestone Three Rubric
	Final Product + Recommendation	Nine	Graded separately; Final Project Rubric (below)

Final Project Rubric

Guidelines for Submission: Your country competitiveness audit should adhere to the following formatting requirements: 8–10 pages in length (plus an appendix), using 12-point Times New Roman font, double spacing, and the most current APA formatting. Include charts in an appendix. While completing this project, you must use scholarly references as much as possible for full credit. At least six scholarly references should support your entire project. Please do not use Wikipedia and Investopedia as your resources.

Note about Rubric: Milestones One, Two, and Three use grading rubrics with “Proficient” as the highest grade. If you would like to receive full points for the final project submission, you will need to follow the requirements in the “Exemplary” column in this rubric, expanding on the “Proficient” column from Milestones One, Two, and Three.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Overview	Meets “Proficient” criteria and expertly balances key details with brevity appropriate for business audience	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, including key details	2.5
Trade Policies: Define	Meets “Proficient” criteria and uses multiple sources to inform definition	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	3.8
Trade Policies: Implications on Company	Meets “Proficient” criteria and demonstrates in-depth understanding of how the trade 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	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	3.8
Trade Policies: Implications on Industry	Meets “Proficient” criteria and demonstrates in-depth understanding of how trade policies impact industries	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	3.8
Trade Policies: Implications on Consumers	Meets “Proficient” criteria and demonstrates in-depth understanding of how trade policies impact 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	3.8

Trade Barriers: Define	Meets “Proficient” criteria and uses multiple sources to inform definition	Accurately defines trade barriers in specific international market	Defines trade barriers in specific international market but with gaps in accuracy or detail	Does not define trade barriers in specific international market	3.8
Trade Barriers: Company	Meets “Proficient” criteria and demonstrates a nuanced understanding of how trade barriers can hinder the business of companies	Determines implications of trade barriers on company, justifying response	Determines implications of trade barriers on company, justifying response, but with gaps in logic or support	Does not determine implications of trade barriers on company	3.8
Trade Barriers: Industry	Meets “Proficient” criteria and demonstrates a nuanced understanding of how trade barriers can hinder industries	Determines implications of trade barriers on industry, justifying response	Determines implications of trade barriers on industry, justifying response, but with gaps in logic or support	Does not determine implications of trade barriers on industry	3.8
Trade Barriers: Consumers	Meets “Proficient” criteria and demonstrates a nuanced understanding of how trade barriers can hinder consumers	Determines implications of trade barriers on consumers, justifying response	Determines implications of trade barriers on consumers, justifying response, but with gaps in logic or support	Does not determine implications of trade barriers on consumers	3.8
Recalculating Parameters: Tariff	Meets “Proficient” criteria and illustration evidences a nuanced understanding of how tariff changes impact industry	Calculates the effect of the change of a tariff on industry, illustrating change in a chart	Calculates the effect of the change of a tariff on industry, illustrating change in a chart, but with gaps in accuracy or detail	Does not calculate the effect of the change of a tariff on industry and illustrate with a chart	6.3
Recalculating Parameters: Quota	Meets “Proficient” criteria and illustration evidences a nuanced understanding of how quota changes impact industry	Calculates the effect of the change of a quota on industry, illustrating change in a chart	Calculates the effect of the change of a quota on industry, illustrating change in a chart, but with gaps in accuracy or detail	Does not calculate the effect of the change of a quota on industry and illustrate with a chart	6.3
Recalculating Parameters: Subsidy	Meets “Proficient” criteria and illustration evidences a nuanced understanding of how subsidy changes impact overall GDP	Calculates the effect of the change of a government subsidy on the overall GDP, illustrating change in a chart	Calculates the effect of the change of a government subsidy on overall GDP, illustrating change in a chart, but with gaps in accuracy or detail	Does not calculate the effect of the change of a government subsidy on overall GDP and illustrate with a chart	6.3
Trade Agreements and Foreign Trade Zones: Describe	Meets “Proficient” criteria and demonstrates a nuanced understanding of applicable trade agreements between international markets and other countries	Describes country’s specific trade agreements and applicable foreign trade zones	Describes country’s specific trade agreements and applicable foreign trade zones, but with gaps in accuracy or detail	Does not describe country’s specific trade agreements and applicable foreign trade zones	6.3

Trade Agreements and Foreign Trade Zones: Agreements	Meets “Proficient” criteria and shows keen insight into how trade agreements benefit or hinder international markets and industries	Evaluates the advantages and disadvantages of the trade agreements on the specific international market, including their impact on the industry	Evaluates the advantages and disadvantages of the trade agreements on the specific international market, including their impact on the industry, but evaluation has gaps in logic or detail	Does not evaluate the advantages and disadvantages of the trade agreements on the specific international market	6.3
Trade Agreements and Foreign Trade Zones: Zones	Meets “Proficient” criteria and shows keen insight into how foreign trade zones benefit or hinder international markets and industries	Evaluates the advantages and disadvantages of the trade zones on the specific international market, including their impact on the industry	Evaluates the advantages and disadvantages of the foreign trade zones on the specific international market, including their impact on the industry, but evaluation has gaps in logic or detail	Does not evaluate the advantages and disadvantages of the foreign trade zones on the specific international market	6.3
Competitiveness: Specific Market	Meets “Proficient” criteria and demonstrates a nuanced understanding of how real-world data informs competitiveness evaluations of international markets	Logically evaluates the overall competitiveness for the specific market based on the World Competitiveness Yearbook	Evaluates the overall competitiveness for the specific market based on the World Competitiveness Yearbook, but with gaps in logic or detail	Does not evaluate the overall competitiveness for the specific market based on the World Competitiveness Yearbook	6.3
Competitiveness: Industry	Meets “Proficient” criteria and demonstrates a nuanced understanding of how real-world data informs competitiveness evaluations of specific industries	Logically evaluates the overall competitiveness for the industry in the specific market based on the World Competitiveness Yearbook	Evaluates the overall competitiveness for the industry in the specific market based on the World Competitiveness Yearbook, but with gaps in logic or detail	Does not evaluate the overall competitiveness for the industry in the specific market based on the World Competitiveness Yearbook	6.3
Recommendations: Trade Policies	Meets “Proficient” criteria and recommendations are especially well aligned to the goal of company success in the specific industry and market	Recommends appropriate existing trade policies to help company in specific industry and market to succeed, supporting with findings	Recommends existing trade policies to help company in specific industry and market to succeed, supporting with findings, but with gaps in appropriateness or detail	Does not recommend existing trade policies to help company in specific industry and market to succeed	3.8
Recommendations: Trade Barrier Options	Meets “Proficient” criteria and suggestions are especially well aligned to the goal of company success in the specific market	Suggests appropriate alternative trade barrier options to help company succeed, supporting with findings	Suggests alternative trade barrier options to help company succeed, supporting with findings, but with gaps in appropriateness or detail	Does not suggest alternative trade barrier options to help company succeed	3.8

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Recommendations: Enter the Industry	Meets “Proficient” criteria and recommendations are especially well aligned to the goal of company success in the specific market	Provides appropriate recommendations regarding whether company should enter industry in particular market, supporting with data from competitiveness report	Provides recommendations regarding whether company should enter industry in particular market, supporting with data from competitiveness report, but with gaps in appropriateness or detail	Does not provide recommendations regarding whether company should enter industry in particular market	6.6
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	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	2.5
Total					100%