**BUS-390**

**CLC: FINAL Group Presentation Scoring Guide**

As a group, prepare a presentation where each member presents on the country they selected, using the prompts below. Assign sections of the presentation to members in the group.

For each assigned section, address the following in your presentation. Students are to include presenter notes for each section. Cite scholarly sources to support your claims:

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| **Grading Category** | **Points** | **Comments** |
| **Historical Issues and Globalization**  1.Using your selected country, identify two significant multi-nationals in that country that are present in the market.  2.Explain why those multi-nationals go into those countries. What challenges did they face? | 0/20 |  |
| **Touch on International Political Economy**  1.Briefly explain how your selected country has been affected by global trade blocks.  2.Explain how your selected country participates in these world organizations: WTO, IMF, World Bank, BFIS, IDB | 0/10 |  |
| **Cultural differences, leadership differences**  1.Compare how the US differs from the selected country on Hofstede’s 6 dimensions of culture.  2.Explain how your knowledge of these differences would influence you as a global manager if you were doing business in the selected country.  3.Explain the challenges and opportunities associated with leading in your selected country. | 0/30 |  |
| **Communication and Negotiations**  4.Using your selected country, analyze the role of cultural differences and its effect on cross cultural communication in this country.  5.Examine the role of verbal and non-verbal communication in cross-cultural communication in the country you selected.  6.Explain how you would apply the knowledge of verbal and non-verbal communication to foster effective cross-cultural communication. | 0/30 |  |
| **Rule of Law and Ethics**  1.Using the country you selected, present the influence of colonization on that country and explain how that influence has affected its current legal system.  2.Explain the current legal system. Is there a correlation between the current rule of law and the propensity of entrepreneurship?  3.Explain how that legal system relates to the mode of entry (property rights) and how that legal system affects your entry into that country (as a company) and how you would conduct business in that country.  4.Recommend legal compliances approaches would you use for your selected country. | 0/40 |  |
| **Trade and Macro Economics**   1. Explain why an international business should be concerned about exchange rates. Explain if a strong currency necessarily good for your selected country’s economy. Why/why not? | 0/10 |  |
| **Entry Strategies**  1.Select an existing business in the United States. Take this same business into another market of the country you selected. Propose an appropriate entry strategy based on your market selection and how you might rethink your existing structure.  2.What are the pros and cons of your proposed strategy? | 0/20 |  |
| **Looking Forward**  1.Briefly explain how the hype cycle works.  2.Determine an existing or emerging local technology in your selected country and describe its global impact.  3.Determine the location of that emerging technology on the hype cycle. Defend your reasoning. | 0/30 |  |
| Solid academic writing is used, and in-text citations and references are presented using APA documentation guidelines. | 0/10 |  |
| **Total** | **0/200** |  |