

**PEPPERDINE UNIVERSITY
ECNM 478
International Business
Summer 2018
Dr. Sean D. Jasso**

To The Finish Line

In-class Presentation Guidelines:

- Historical snapshot from ancient to modern of your country of foreign investment
- Current political, economic and cultural risk measures of host nation
- Corporate foreign objective – identify value and risks of foreign investment opportunity
- Burning issues impacting strategic decisions on the table
- Strategic alternatives and recommendations – identify the corporate decision to be made
- Lead us into your time for questions

Presentation Recommendations:

- 10 minute presentation (maybe less)
- Timer goes off, you are done
- Stay close to the guidelines – this will help you stay on point
- Let your power point handouts be your guide – informative, high valued, specific – two per page.
- Teach us something new

Project Checklist:

Understand Your Audience

- understand your readership/audience as executives in the strategic decision making phase of the company's investment in a foreign market
- Consider yourself as the global strategy consultant
- I would also be mindful that a current and/or future employer might find your final paper intriguing as a demonstration of your intellectual prowess, research capacity, evidence of a global mindset, your critical thinking, and your skill in expository writing
 - What I have just said truly is the key ingredient of your competitive advantage
 - This document may be the most intensive, individual critical analysis you have done in our program – make it a selling tool for your career advancement

The General Content Guidelines – Recommended, But Not Limited to the Following:

- **Elegant and Professional Cover Page**
 - Title – Corporate
 - Your Name
 - University Name
 - Course Name
 - Faculty Name
 - Date
- **Document Layout**
 - 12 point font, Times New Roman
 - Single-spaced, business block format, justified margins
 - Bold subheadings

- APA parenthetical citations
 - Footnotes limited to *brief extended explanations* and not citations
 - Page numbers, bottom right
- **Table of Contents**
 - Clean layout of each subheading and associated page numbers
 - This page should be page *ii*
 - Page numbers at the bottom right
 - your title page is technically page *i* but will not be seen – be sure you practice the pagination – these details are impressive to readers/employers
- **Executive Summary**
 - identify the global opportunity, plan of the document, and strategic recommendations
 - this page should be page *iii*
- **Introduction**
 - this is the beginning of the main document and should be noted as page 1
 - overview of industry and current strategic issues
 - benefit of this strategic investment – consider including:
 - synopsis of the general plan of the opportunity
 - the payoff to the customer
 - the payoff to the corporation
- **Home Country Analysis**
 - What is the position of the corporation's home country
 - Political and economic conditions that may impact or drive the strategic initiatives for the global investment
- **Host Country Analysis**
 - Political, Economic and Legal Risk Measures
 - See Segment Two of Critical Analysis *One*
 - Cultural Norms – Doing Business *Over There*
 - See Segment One of Critical Analysis *One*
- **Global Business Model**
 - *Porter's National Diamond Analysis*
 - See Segment Two of Critical Analysis *One*
 - *Ghemawat's Global Strategy Framework*
 - See Segment Two of Critical Analysis *One*
- **Global Marketing Strategy**
 - *Value Proposition*
 - See Segment Two of Critical Analysis *Two*
 - *Marketing Mix*
 - See Segment Two of Critical Analysis *Two*
 - *Global Brand Management/Structure*
 - See Segment Two of Critical Analysis *Two*
- **Global Value Chain Infrastructure**
 - See Segment Three of Critical Analysis *Two*
- **Global Management**
 - See Segment Four of Critical Analysis *Two*
- **Strategic Alternatives and Recommendations**
- **Appendices**
 - Tables, Charts, Graphs, Financials
- **References**
 - APA format
 - Noted from APA parenthetical citations from the main text of the document