

Final Project: Country Profile for International Business (100 marks total; 40%)

Instructions

Read through this full set of instructions for the Final Project at the beginning of the course so you can familiarize yourself with the expectations. Also, it's not too early to start thinking about a country of interest for international business that you might want to work on for this project. In order to develop a high quality project, it is recommended that you have frequent and ongoing consultations with your Open Learning Faculty Member.

Introduction

Instead of a final exam, you will complete a final research project. **The Final Project is an individual project, not a group project. It is a mandatory component of the course and you must pass the research project to be eligible to pass the course.**

The Final Project involves selecting a country for your international business and developing a thorough country analysis regarding the opportunities and obstacles for international business. The projects are individual projects, and each student will work on one project.

The IBUS 3511 Final Project will be the practical application of various concepts you study during this course. To start, select a country other than Canada that you think is a suitable host for your international business. For the purpose of this project, you can think of yourself as a manager of a large international firm or an owner of a small business with products and/ or services that have potential demand in the host country. You are seeking to enter this country and to participate in international business. The aim of this project is to assess the suitability of the host country for your international entry, based on all the issues you studied in this course (cultural, political, economic, etc.).

Final Project Proposal (submitted as Part C of Assignment 1)

The business idea and its products or services should be innovative, but practical and realistic, and should not be pure fantasy. It is not important to finalize your selection of a host country in the proposal, but you should identify at least two target countries. Once you have decided about the host country, you will develop and submit a two- to three-page proposal for your Final Project.

You will submit the Final Project proposal at the end of Lesson 3 as Part C of Assignment 1.

If the proposal is satisfactory, the Open Learning Faculty Member will approve your proposal; otherwise, he or she will return the proposal with feedback and you will resubmit the revised project proposal **within one Lesson**.

Learners will be advised to redo Part C if the good or service is deemed inappropriate for the Final Project. This may include projects deemed immoral, illegal, impractical, insignificant, or uncreative (i.e., because they are already chosen by others or were over-used in previous course offerings).

Once approved, any further changes to the project proposal can only be made with prior approval of the Open Learning Faculty Member.

Distribution of Marks

- The Final Project report will carry 40 marks (i.e., 40% of the final grade). An additional 5% is earned for completion of the proposal included as part of Assignment 1.

Final Project Report

You are strongly advised to start working on the Final Project as soon as your project proposal is approved. You are encouraged to consult the Open Learning Faculty Member regularly. Each assignment has questions that pertain to the Final Project and it is strongly recommended that you work on your projects as you progress through the lessons and not wait till the very end of the course.

See Appendix B for a suggested format for the Final Project report. You are at a liberty to make suitable changes as you deem fit, basing on your individual project requirements. However, sticking to the broad suggested format will help you in developing the required skills faster in a structured and modular manner.

Country analysis reports normally vary in size from 25 pages to 40 pages (excluding attachments), depending the nature of review and the depth of knowledge needed. You will submit a comprehensive formal project report of 25 pages or more (keeping the scope and nature of your project in mind), excluding attachments, by the end of Lesson 14, to your Open Learning Faculty Member. The suggested size is only for guidance, and size alone will not be the basis of assessment. It may also be noted that the Final Project marks will be awarded on the quality of the contents of the project and not just for following the format given.

Any late submission will attract a penalty of 15% per day, and one week delay will result in zero marks.

Making sure that the project objective, scope is clear, and methodology is correct is the responsibility of students. Pursuing the project with false presumptions may lead to wrong conclusions and poor quality work, and might result in low marks. The only way to avoid such a situation is through active and continuous consultations with the Open Learning Faculty Member. You are advised and encouraged to have a continuous interaction with the Open Learning Faculty Member. In case of any doubt, get clarification immediately with him or her.

Sources for Research Data

To learn more about primary sources and to begin to find sources online, please consult the Thompson Rivers University Library guides on primary sources for international business.

Web-Based Resources

[Industry Canada](#)

[Statistics Canada](#)

[World Trade Organization](#)

[World Bank](#)

[International Monetary fund](#)

[CIA World Factbook](#)

[European Union](#)

[Asian Development Bank](#)

[Google Public Data Explorer \(beta\)](#)

Formatting

APA Style is required for your Final Project. For examples and information on how to cite various sources in these styles, refer to the following web links.

For APA citation style (6th edition), refer to the [TRU Library's APA Citation Style Guide](#).

Submitting your Final Project

Use the Final Project submission tool at the end of Module 4 to submit your Final Project.

Final Project Proposal (submitted as Part C of Assignment 1)

The proposal is marked out of 50 marks and is worth 5% of your final grade in the course.

The following criteria will be used to evaluate the proposal portion of the Final Project.

Criteria for Evaluation

The following criteria will be used to evaluate the proposal for your Final Project.

Substance (40 marks)

- The project is in the area of international business. It involves the analysis of a country and its suitability for your international business. (2 marks)
- The proposal is for a real or realistic and practical business. (2 marks)
- The host country has been selected based on a sound business prospectus. (2 marks)
- There is enough preliminary data from secondary sources like Industry Canada or other international sources listed above justifying your project (supported by a minimum of one primary source and five secondary sources of data). (2 marks).

Writing Style and Format (10 marks)

- Paragraphs are unified, developed, and coherent, with transitions between ideas.
- Sentences are grammatically correct; words are chosen for accuracy and impact.
- The writing follows the conventions of spelling, grammar, and punctuation.
- Format follows proper footnote citations and provides a properly formatted bibliography (use APA Style).

Final Project Report

The Final Project is marked out of 100 marks and is worth 40% of your final grade in the course.

The following criteria will be used to evaluate the Final Project:

Substance (80 marks)

- Introductory information and Executive Summary (5 marks)
- The project objective and scope of project, company information, products, and background (5 marks)
- Host country information (geography, size, population, demographics, etc.) (5 marks)
- Analysis of culture of host country and its impact (5 marks)
- Analysis of political system of host country (5 marks)
- Analysis of legal systems (5 marks)
- Analysis of economic system (5 marks)
- Analysis of government and business relations (5 marks)
- Opportunities for foreign direct investment(5 marks)
- Country's integration into regional unions ((5 marks)
- Financial system and management of foreign exchange (5 marks)
- Political risks (5 marks)
- Economic risks(5 marks)
- Discussion and findings about suitability (10 marks)
- Recommendations (5 marks)
- Appendices (if any) and bibliography (5 marks)

Writing Style and Format (20 marks)

- Paragraphs are unified, developed, and coherent, with transitions between ideas.
- Sentences are grammatically correct; words are chosen for accuracy and impact.
- Writing follows the conventions of spelling, grammar, and punctuation.
- Format follows proper footnote citations and provides a properly formatted bibliography (APA Style).

Guide to Assigned Grades

In marking your Final Project, your Open Learning Faculty Member will assess your ability to effectively analyze opportunities and obstacles to international business in an elected country.

The international business research project report must also demonstrate your comprehensive understanding of the material, and your writing must be clear, concise, and grammatically correct and include proper APA format and citations. A first-class, or “A,” paper (80–100%) will meet this criteria, and all lesser grades will have missed at least one of the ingredients or proved to be weaker than expected standard, just described.

The following guidelines may help you set standards for your Final Project and interpret the mark you receive.

80% and above:

A first-class business plans (A+/A/A–) exhibits excellence in style, demonstrates a comprehensive understanding of the material, and provides evidence of creative thinking. The idea is innovative, idea evaluation objective and feasibility studies are excellent and industry analysis, marketing research is outstanding. The financial forecasting is realistic and achievable along with a clear risk management plan supported by synthesis of well-researched information throughout. It shows originality and insightfulness, and is written in clear, fluent, and technically correct prose. References are properly and consistently cited and recorded using APA Style. Outside investors will invest in the proposed venture with full confidence in the proposed business plan.

70–79%:

A second-class paper (B+/B/B–) represents solid, above-average competence and achievement. In a business plan of this quality, the ideas are sound, idea evaluation and feasibility studies are convincing, and the marketing research and marketing plan are good. The financial projections are achievable but some doubts remain. Risk management is reasonably accurate, substantiated, and shows some originality; in an otherwise strong business plan, expression might be inconsistent, incomplete, or incorrect in the use of supporting data, and it may display minor structural weaknesses. The presentation style is good but there is room for improvement. Outside investors may invest with some changes to the business plan.

60–69%:

A paper at this level (C+/C/C–) is of average competence and demonstrates a satisfactory understanding of the subject knowledge, but incomplete grasp of the

issues involved in creating successful new ventures. The idea may be workable but not in the way proposed in the business plan. The business plan does not inspire confidence of investors and needs a lot of rework. The business idea is not innovative enough or tends to be vague. Feasibility studies and financial projections are not convincing. The risk analysis is not satisfactory. The presentation style is weak and exhibit problems in expression, organization, style, or mechanics. Outside investors are not likely to invest in your business in the present form. To make the business plan effective, substantive improvements may be needed.

50–59%:

A paper at this level (D range) indicates a weak or barely adequate understanding of the mechanics involved in creating new business ventures. Ideas are run of the mill type and the business plan is not supported by accurate research. The financial projections may not be achievable and the risk management plan is poor. Investors will consider such investment as very risky and will not participate. A grade at this level warns that more energy and effort are needed.

Below 50%:

A grade at this level is a fail and indicates that the business plan is unsatisfactory either in content or expression (or both) and that it does not demonstrate a satisfactory understanding of the material.