**Rubric Grading Scale for Each Section Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ IBP: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Section II, Part A****A. Economic, political and legal analysis of the trading country****Sources:****CIA World Factbook: Economy****The Global Economy****Heritage Foundation****Doing Business In:** [**http://www.doingbusiness.org/**](http://www.doingbusiness.org/)**Export.gov** [**http://export.gov/worldwide\_us/index.asp**](http://export.gov/worldwide_us/index.asp) | **Examples of Economic Impactors:**GDP GDP/Per Capita Agriculture Products Industries that are prevalent in your IBP Country Labor Force Labor Force by Occupation Unemployment Rate Household income or consumption by % shareHuman Development Population below poverty line Budget Distribution of Family Income Public Debt Inflation Rate Market Value of Publicly Traded Stocks Taxes & Other Revenue Exchange Rates Debt- External Commercial Bank Primary Lending RateExports Exports – Commodities Export – Partners Imports Import – Commodities Import – Partners Industrial Production Growth Rate (For manufacturing businesses)  |
|  | **A Grade****(Formal: 13.5 - 15 pts)** | **B/C Grade****(Formal: 10.5 – 13.49 pts)** | **D/F Point Grade****(Formal: Below 10.5 pts)** |
| **Economic System** | * Type of Economic System Used in IBP Country is Stated
* An understanding of what that type of economic system means is displayed
* Advantages / disadvantages of operating in this type of economic system are given
 | * Type of economic system is stated but not explained.
* Limited amount of advantages & Disadvantages given
 | * Type of economic system is copied from internet with no understanding of what it means given
* No advantages / disadvantages of system provided
 |
| **Economic Impactors** | Multiple Economic Impactors are stated with supporting evidence as to why those impactors matter given.GDP/capita is includedComparisons to IBP Country & USA are given so that reader understands context better. | * Only a couple Economic Impactors are provided
* Economic impactors provided are not explained in depth & limited evidence relating to why they are important to your IBP country is given
 | * Minimal to no economic impactors are provided.
* Paper does not explain economic factors that affect a foreign company expanding to their IBP market
* Facts are given to fill space with no understanding of their impact
 |
| **Level of Foreign Direct Investment** | * Level of FDI is given (Market Overview: Export.gov)
* **Stock of FDI at home** & abroad is stated & explained
* Comparison to the USA is given
* Reasons as to why your FDI Level are important are given/explained
* Economic Globalization
 | * FDI – Home is stated
* Limited explanation is given as to what that level means
* Paper doesn’t make comparisons between IBP country & other major markets
 | * FDI is either unstated, inaccurate, or unexplained.
* Student displays minimal to no understanding of FDI concept.
 |
| **Total Grade** |  |  |  |
| Rough Draft Turned in on Time | Due Date: October 25, 2016 Yes No Turned in late on: \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/10 pts*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.*  |

**4.2 Key Terms / Concepts from Textbook:**

* You are responsible for taking notes on the four economic systems stated (Market, Mixed, Planned, & Traditional)
* Key Terms: Political Economy, Concept of Economic Integration, Customs Union, Common Market, FTA
* Need to know Free Trade Agreements: NAFTA (Pros/Cons), COMESA, CACM, ASEAN, CARICOM, CAFTA, FTAA (Pros / Cons)

**4.3 Key Concepts from book:** Be able to compare & contrast the four main types of political systems: Democracy, Republic One-Party States, & Theocracy.

* Be able to compare & contrast Statutory & Case Law. Understand the importance of Contract Law when conducting business overseas.
* Political Systems, Political Risk, Political Economic Movement, Corruption & Which Countries have high/low levels of it, Sustainability, & Kyoto Protocol

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| **Section II Part A**3. Describe laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (U.S.A. and/or Canada and foreign)]  |
| **Sources:**<http://www.heritage.org/index/> **List of FTA’s**Asia: <https://aric.adb.org/fta-country> USA: <https://ustr.gov/trade-agreements/free-trade-agreements> Agencies: <https://en.wikipedia.org/wiki/State-owned_enterprise>  | **A Grade****(Formal: 13.5 – 15 pts)** | **B/C Grade****(Formal: 10.5 - 13.49)** | **D/F Point Grade****(Formal: Below 10.5)** |
| **Laws &/or Govt. Agencies that Impact your product** | * Paper provides an overview of agencies that impact a company / product in their IBP Country. At least two agencies are referenced.

Example: Federal Trade Commission in the USA | * Paper provides a very limited scope of agencies that impact a product traveling overseas
* Only agencies are mentioned with no real detail has to how they operate given.
 | * No government agencies impacting your IBP country are stated
* An overview of laws that limit or restrict businesses in your IBP country are not provided
 |
| **Labor Laws** | * Labor Freedom (Heritage & Global)
* Regulatory Efficiency (Heritage)
 | * Labor laws that impact the workforce are stated but not explained. A vague understanding of how that law impacts a business is provided.
 | * Labor laws are listed but only minimally explained or not listed at all
 |
| **Trade Laws** | * Trade Freedom: Actual score, world ranking, & Comparison to the United States
* Open Market Description (Heritage)
* Free Trade Agreements (ABD)
 | * Only trade agreements are listed.
* Limited understanding of how trade laws impact imports & exports
 | * No trade laws or agreements are referenced
* Paper does not provide a basic understanding of how trade impacts your IBP Proposition
 |
| **Total Grade** |  |  |  |
| Rough Draft Turned in on Time | Due Date: October 25, 2016 Yes No Turned in late on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/10 pts*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.* |

**Key Terms from 4.1**

* Compare & Contrast Developed Countries (First World), Newly Industrialized Countries (Second World), & Developing Countries (Third World)
* Income Distribution Terms & Concepts: Lorenz Curve, Line of Absolute Equality, Line of Absolute Inequality, & Education (2 things education suggests)
* Population Concepts: Population Pyramid, Social Class, & Class Mobility

Source(s): CIA World Factbook: People & Mobility Section

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| **Section II Part A****2. Describe the trading country’s governmental structure and stability, how the government controls trade and private business** |
| **Sources:****CIA World Factbook: Government****The Global Economy (GE)**<http://www.theglobaleconomy.com/> **The Heritage Foundation (HF)**<http://www.heritage.org/index/> | **A Grade****(Formal: 18 – 20 pts)** | **B/C Grade****(Formal: 14 – 17.9 pts)** | **D/F Point Grade****(Formal: Below 14 pts)** |
| **Government Structure** | * **Type of Government that controls country is stated & explained**

**Example**: The USA is a Federal Republic with a strong Democratic tradition. * **Political Pressure Groups & Leaders**
* **Who is the head of your IBP government**
* Elections / Appointment Process is explained
 | * Type of Government that controls country is stated but not explained
* Current political regime is not listed
* No background information into how your IBP country structures its political process is explained.
 | * Type of political system is only listed, no detail
* No current or background information relating to the current type of government is given
 |
| **Government Stability** | * Example: Presidents in the United States are elected to 4 year terms with a max of 8 years in which they can serve.
* An overview of the last 50 years is given. Any major changes to how that country operates (Russia switching from Communist to
* **Level of corruption is documented / explained**
* **Level of Political Risk** is given & a comparison to previous years; as well as, other countries is documented
* **Level of Political Stability (GE)**
 | * Government stability is hinted at but not explained. Example would be stating that presidents are elected every 4 years in the USA but no timeframe for how long that system has existed is given.
* No examples or acknowledgement of recent history is provided
* Corruption stats are given but no supporting evidence or world rankings given to add clarity
* Level of Political risk is only stated
 | * Government stability is not provided
* No examples of former political process or systems are given
* Level of Corruption is either not provided or incorrect
* No level of political risk is given
 |
| **Government control over trade** | * International organization participation (CIA)
* Political Globalization (GE)
* Level of government involvement relating to free trade is given(HF)
* Trade Balance (Export)
 | * How active & supportive the government is in regards to free trade is stated but no evidence is provided to prove statement try
* Level of globalization is not mentioned or explained
 | * No stats or evidence is given explaining how controlling the government is in regards to how that country conducts trade
* Paper displays a very limited or inconclusive portrayal of government when it comes to its stance on trade
 |
| **Governments control over private business** | * Level of Business Freedom (Taxes & Process to start a business)
* From reading this section the viewer has a clear understanding of how your IBP country views privatization of business.

Research **State Owned Enterprise** for ideas.Ex: Are privately owned industries, companies, corporations encouraged or are they state owned. | * Level of Business Freedom is not discussed
* A vague understanding of how government regulates private business is given with little understanding of how it impacts their product/company specifically
 | * Paper only briefly discusses governments role in business
* Paper lacks statistical evidence & analysis
* No supportive evidence is given to prove how that government regulates private business.
 |
| **Total Grade** |  |  |  |
| **Rough Draft Turned in on Time** | Due Date: October 25, 2016 Yes No Turned in late on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/10 pts*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.* |

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| **Section II Part B: Trade area and cultural analysis**1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service  |
|  | **A Grade****(Formal: 13.5 – 15 pts)** | **B/C Grade****(Formal: 10.5 - 13.49)** | **D/F Point Grade****(Formal: Below 10.5)** |
| **Geographic Information** | * Climate, Terrain, Natural Resources, Natural Hazards that may affect your company, & environment.
* Information relating to transportation of goods: airport, rail port, & trucking stated & explained
 | * Factors associated with geography are listed but their value is not explained
* Limited to No discussion of how transportation is impacted given
 | * Geographical information is limited with factors that have no real value to your IBP country stated
 |
| **Demographic Information** | * Population pyramid is broken down so that the most largely populated groups are identified & targeted (Gender/Age)
* Median Age
* Infant Mortality Rate
* Birth Rate
* Population growth rate
* Ethnic groups with corresponding %’s (race)
* Education Attainment (Education)
* Social Class with average median income
* % living below the poverty line
 | * Only the largest population groups are identified
* No method of distinction between gender groups
* Factors such as median age & birth rate are not provided
* Growth rate of population is stated as a statistic but its relevance is not explained
* Levels of income are either not provided or only hinted at
* Levels of education are not clear
 | * Limited discussion of population factors given.
* Example: Reader may see a picture of a population pyramid with no explanation of that pyramid given
* Factors such as income, age, & education levels are missing or given in estimates
* No breakdown of gender differenced given
 |
| **Important Customs & Traditions** | * Communication: Verbal & Nonverbal
* Gift Giving v. Bribery
* Fashion / Dress
* Manners, Attitudes, Values
* Meeting basics / Negotiation Norms
* Religion
 | * Some cultural traditions are given but not enough to provide an in-depth understanding of how that country functions.
* No customs / traditions are mentioned that related directly to the workplace
* Breakdown of religion is given but little to no explanation is given
 | * Very little reference to customs & traditions is provided
* The overall attitude & values of the country are either limited in scope or missing altogether
* Religion is only mentioned as a factor but not explained
 |
| **Pertinent Cultural Information** | * Geert Hofstede’s Model
* High or Low Context Culture
 | * Hofstede’s model is given in picture format with no explanation provided as to what it means
 | * Limited to no added information given relating to your IBP country’s culture
 |
| **Competitive Advantages & Disadvantages** | * Advantages &/or disadvantages your company will encounter are clearly stated. With supporting evidence given
* Examples of Advantages: American Made Brand, Lower Costs, Fulfills market need
* Examples of Disadvantages: Added costs, transportation delays, government influence, etc..
 | * Advantages &/or disadvantages your company will encounter are clearly stated. Limited supportive evidence provided
 | * Competitive advantages & disadvantages are hinted at but not clearly stated as such.
* No evidence or statistical data is given explaining advantages that exist.
 |
| **Total Grade** |  |  |  |
| **Rough Draft Turned in on Time** | Due Date: October 25, 2016 Yes No Turned in late on: \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/10 pts*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.* |

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|  **Section II Part B: Trade area and cultural analysis**2. Analysis of the potential location—importance and requirements of each trade document required by the U.S.A. and/or Canada and the country of choice (Export & Import Documentation (GE)) |
| **Helpful Sites:**<http://www.theglobaleconomy.com/> *(Other Indicators Sections)* | **A Grade****(Formal: 13.5 – 15 pts)** | **B/C Grade****(Formal: 10.5 - 13.49)** | **D/F Point Grade****(Formal: Below 10.5)** |
| **Analysis of the Potential Location:**[**http://www.doingbusiness.org/rankings**](http://www.doingbusiness.org/rankings)**Doing Business in IBP Name Example; Germany: Country Commercial Guide**[**http://www.export.gov/ccg/index.asp**](http://www.export.gov/ccg/index.asp) | * The selection of your IBP country is proven effective based on statements made in this section
* Examples of information that could be presented in this section include:

Country is geographically in a good region for transportation (airport or seaport nearby), climate assists with need/production of product, there is an adequate level of capable employees available, etc..Trade between your IBP country and the United States is easy & encouragedPaperwork required for trade is minimal or easy to complete. | * The selection of your IBP country is proven effective
* Factors associated with the potential of your IBP Country’s location are stated and explained but only 1 or 2 reasons are given to support.
 | * The selection of your IBP country seems viable but a clear rationale for how the actual location of your country is beneficial is not given.
* Supporting evidence of location selection is minimal to none.
 |
| **Required Trade Documentation between IBP Country & United States****Common Trade Documents:**[**http://www.export.gov/logistics/eg\_main\_018121.asp**](http://www.export.gov/logistics/eg_main_018121.asp)*Bill of Lading (B/L), Airway Bill (AWB), Certificate of Origin, Certificate of Content, Letter of Credit (LC), & Insurance Policy Certificate***American Free Trade Agreements:**[**http://www.export.gov/FTA/index.asp**](http://www.export.gov/FTA/index.asp) | * Specific trade documents between your IBP country and the United States are referenced if applicable
* Whatever paperwork a company would need to transport items from the United States to your IBP country are given & explained.
 | * Only 1 or 2 examples of trade documents are given and purpose of such document is explained.

Paper does a good job explaining the form needed, why it is needed, and how it is used; however, it only does that for 1 or 2 forms of documentation. | * No mention of trade documentation or a very generic attempt at trade documentation is presented.

Example would be paper simply states a certificate of origin and bill of lading would be required. |
| **Total Grade** |  |  |  |
| **Rough Draft Turned in on Time** | Due Date: October 25, 2016 Yes No Turned in late on: \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/10 pts*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.* |

**Comments:**

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|  **Section III: Problem***List the top three problems your product / service is addressing* |
|  | **A Grade****(Formal: 13.5 – 15 pts)** | **B/C Grade****(Formal: 10.5 - 13.49)** | **D/F Point Grade****(Formal: Below 10.5)** |
| **List & Explain the Top Three Problems your product/service is addressing in your IBP country**  | * Three problems that exist in your IBP country are clearly stated so that the demand you’re your product has is obvious.
* It is clear to the reader that your product will positively impact your IBP country by helping to overcome the three problems you have listed
* Each reason you listed is given supporting evidence that reiterates why the demand for your product exists.
* All three reasons are viable and well thought out. Any reader that views your paper would not only understand your reasons but agree they are valid factors
 | * Three problems in your IBP country are listed but supporting evidence of your rationale is limited
* Supporting evidence lacks concrete evidence such as statistics or trends that prove your reasons to be valid
* It is unclear to the reader how your product will directly impact the three problems you have stated
 | * Less than three problems are listed

 * The connection between the problems you have stated and the product you will provide are not clear
* The need for your product is not obvious based on the problems you have stated.
* The needs your product is addressing are subjective and do not seem viable or necessary.
 |
| **Total Grade** |  |  |  |
| **Rough Draft Turned in on Time** | Due Date: October 25, 2016 Yes No Turned in late on: \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/5 pts*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.* |
|  **Section IV: Customer Segments:** Who are the target customers |
|  | **A Grade****(Formal: 13.5 – 15 pts)** | **B/C Grade****(Formal: 10.5 - 13.49)** | **D/F Point Grade****(Formal: Below 10.5)** |
| **Customer Segments** | * A primary buying group is determined based on demographic, geographic, cultural (psychographic), and behavioral reasons.
* A secondary buying group is encouraged to show that a larger market exists
* Within the primary & secondary target customers a clear picture of this buying group is given based on market segmentation factors.
* Supporting factors that reiterate the size of your target market are given. Example if you target 45-55 year old men, you list the amount of men that are between the ages of 45-55.
 | * A target market is provided but limited evidence is given to prove this market is viable
 | * Target market is stated but doesn’t make sense or is not correct based on the segmentation factors you have provided
* Evidence to support your market contradicts Section II, Part B #2 of your paper
* Target market listed is not a target market but rather a generic group of people who could buy a product but have not been focused on as the primary audience to buy the product.
 |
| **Total Grade** |  |  |  |
| **Rough Draft Turned in on Time** | Due Date: November \_\_\_\_\_\_\_\_, 2016 Yes No Turned in late on: \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/5 pts*\*Informal / Effort Grade. Any rough draft submitted with good intent will earn full credit. 2 points deducted for each day it is late.* |