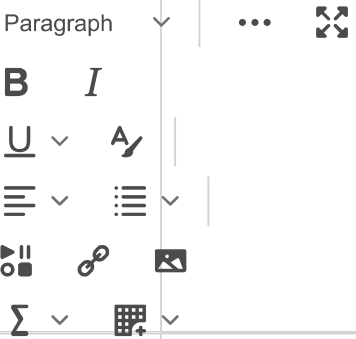


INT 220 Project Rubric (SA)

Course: INT-220-X1735 Global Dimensions in Business 21EW1

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Drivers for Global Entry: Purpose of Global Expansion 	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Explains key benefits of successful global expansion for domestic organizations	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include incorporating more supporting evidence from course resources or including more key benefits of successful global expansion for domestic organizations	0 points Does not attempt criterion	/ 8
Drivers for Global Entry: Business Impacts of Global Business <small>Lato (Recom...)</small> <small>19px</small>	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Explains how global expansion of a domestic organization can impact business operations such as strategic planning, marketing, supply-chain management, and human resources	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include further explaining how global expansion can impact business operations	0 points Does not attempt criterion	/ 8

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Drivers for Global Entry: Societal Impacts of Global Business	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Explains how global expansion of organizations has impacted society, citing specific examples regarding culture, transportation, employment, infrastructure, and environmental climate	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include further explaining how global expansion can impact society or providing more relevant examples	0 points Does not attempt criterion	/ 8
Drivers for Global Entry: Cultural Considerations for Global Business	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Explains the importance of researching the culture of a potential global market prior to market entry, as well as key cultural considerations to explore to inform expansion decisions	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include further explaining how cultural factors can influence decision making and approaches to expansion	0 points Does not attempt criterion	/ 8

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Market Profile: Cultural Profile	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Compares and contrasts important cultural elements of the selected market against those in the domestic market, including communication, values, attitudes, and social structure	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding further detail to the cultural comparison or comparing additional cultural elements	0 points Does not attempt criterion	/ 8
Market Profile: Political and Economic Profile	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Compares and contrasts important political and economic factors for the selected market against those in the domestic market, including political systems, leaders, ideologies, economic measures or characteristics, and government intervention on trade	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding further detail to the political and economic comparison or comparing additional relevant factors	0 points Does not attempt criterion	/ 8

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Market Profile: Legal and Regulatory Profile	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Compares and contrasts important legal and regulatory requirements of the selected market against those in the domestic market, including trade restrictions, regulations of products or services, legal processes for business transactions, and import restrictions or documentation	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding further detail to the legal and regulatory comparison or comparing additional relevant factors	0 points Does not attempt criterion	/ 8
Market Considerations: Monetary Considerations	8 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	6.8 points Explains how monetary considerations such as currency, exchange rates, and exchange-rate management would impact the organization's decision to expand into the selected market, using current exchange rates between the selected country and the United States to support explanations	4.4 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include further explaining how monetary considerations can influence decision making and approaches to expansion or using current exchange rates to support explanations	0 points Does not attempt criterion	/ 8

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Market Considerations: Management and Logistics Considerations	13 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	11.05 points Explains management and logistics practices that best address human resource considerations for the selected market, such as management approaches, policies and procedures, global or expatriate staffing, and labor laws	7.15 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include further explaining how management and logistics may influence the approach to expansion	0 points Does not attempt criterion	/ 13
Market Considerations: Mode of Entry Considerations	13 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	11.05 points Describes advantages and disadvantages for traditional modes of entry that would be most appropriate for entering the selected market	7.15 points Shows progress toward proficiency, but with errors or omissions; areas for improvement may include further explaining mode-of-entry approaches or further describing the advantages and disadvantages of the selected modes of entry	0 points Does not attempt criterion	/ 13

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Articulation of Response	5 points Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	4.25 points Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	2.75 points Shows progress toward proficiency, but with errors in grammar, sentence structure, and spelling, negatively impacting readability	0 points Submission has critical errors in grammar, sentence structure, and spelling, preventing understanding of ideas	/ 5
Citations and Attributions	5 points Uses citations for ideas requiring attribution, with few or no minor errors	4.25 points Uses citations for ideas requiring attribution, with consistent minor errors	2.75 points Uses citations for ideas requiring attribution, with major errors	0 points Does not use citations for ideas requiring attribution	/ 5

Total	/ 100
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Overall Score

Exemplary 86 points minimum	Proficient 56 points minimum	Needs Improvement 1 point minimum	Not Evident 0 points minimum
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