



Overview

Blogs, LinkedIn articles, and other online publications are channels of communication through which people can share their experience, perspectives, and expertise directly with readers—and readers can respond via electronic comments. While these electronic channels are usually not as credible as scholarly publications, they are a great way for readers to learn about new topics and for writers to share their insight and expertise with a virtual audience. They are also often supported with references to case studies, reports, and other research.

In this assignment, you will share your knowledge of what globalization is and why organizations consider global expansion by writing an article intended for a virtual, professional audience.

Prompt

Create an article that could be shared online that defines key terms, explains fundamental concepts, and shares relevant examples as to why domestic businesses should consider expansion into global markets. The article should have a brief introduction that explains what readers will gain from the post, a body that provides content supported with textual evidence from the course resources, and a conclusion that summarizes key takeaways for the reader.

Specifically, you must address the following rubric criteria:

- **Types of Business Environments:** Differentiate between domestic and international business environments by defining and providing key characteristics of each type, using supporting evidence.
- **Example Organizations:** Identify examples of domestic and international organizations and explain how they meet the criteria for each type of organization, using supporting evidence.
- **Benefits of Expansion:** Explain the key benefits of international and global expansion for domestic businesses, providing specific examples and using supporting evidence.
- **Ethical Considerations:** Explain the role of ethics in making business decisions regarding expansion to a new market and how ethical decision-making frameworks can be used to help make these decisions. Use supporting evidence as appropriate.

Guidelines for Submission

Submit your article as a Word document between 350 and 500 words in length. Use APA formatting and cite your sources according to APA style.

Module One Assignment Rubric					
Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Types of Business Environments	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Differentiates between domestic and international business environments by defining and providing key characteristics of each type, using supporting evidence	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include providing more detailed or better supported explanations to accurately differentiate between the business environment types	Does not attempt criterion	25

Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Example Organizations	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Identifies examples of domestic and international organizations and explains how they meet the criteria for each type of organization, using supporting evidence	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include selecting more appropriate examples of each type of organization or adding further evidence-based support regarding how each example meets the criteria	Does not attempt criterion	20
Benefits of Expansion	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains key benefits of the international and global expansion of domestic businesses, providing specific examples and using supporting evidence	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include providing more detailed or better supported explanations to fully explain the key benefits of international and global expansion	Does not attempt criterion	20
Ethical Considerations	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains the role of ethics in making business decisions regarding expansion to a new market and how ethical decision-making frameworks can be used to help make these decisions, using supporting evidence when referring to ethical frameworks	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include providing more detailed explanations of the role of ethics in decision making or incorporating further supporting evidence when referring to ethical frameworks	Does not attempt criterion	15

Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Articulation of Response	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner (e.g., using headings, including relevant images and graphics, or using a unique approach, such as an interview format)	Clearly conveys meaning with logical organization, correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	Shows progress toward proficiency, but with errors in organization, grammar, sentence structure, and spelling, negatively impacting readability	Submission has critical errors in organization, grammar, sentence structure, and spelling, preventing understanding of ideas	10
Citations and Attributions	Uses citations for ideas requiring attribution, with few or no minor errors	Uses citations for ideas requiring attribution, with consistent minor errors	Uses citations for ideas requiring attribution, with major errors	Does not use citations for ideas requiring attribution	10
Total:					100%