



Overview

Over the past two modules, you have explored the fundamentals of global business, such as key drivers for expansion of domestic business and cultural considerations. In this milestone, you will complete the first part of your course project by explaining what you have learned about global business thus far.

Scenario

You are a business analyst working at a small domestic organization that produces high-quality baseball bats. Your organization has begun to see its sales flatten in the domestic market. While the organization is not losing money, leadership would like to explore options to continue to grow. One option that leadership has noticed competitors attempting is entering international markets.

You have been asked to examine the benefits, drawbacks, and key considerations for your organization to enter one of the global markets below, and to summarize your findings in a business brief for leadership.

Select one of the following international markets to use for your course project:

- Republic of Korea
- Canada
- Germany

If you would like to use another country for your course project, please reach out to your instructor.

Prompt

In this milestone, you will complete Section One of the Business Brief Template (located in the Guidelines for Submission section of this document).

Drivers for Global Entry: Develop the first section of the Business Brief Template that explains the purpose of global expansion, business impacts of global business, societal impacts of global business, and cultural considerations using evidence from course and outside resources to support your explanations. Make sure to use evidence from course resources to support your responses.

Specifically, you must address the following rubric criteria:

- **Country Selection:** State the country you have selected to use for your course project.
- **Purpose of Global Expansion:** Explain key benefits of successful global expansion for domestic organizations.
- **Business Impacts of Global Business:** Explain how global expansion of a domestic organization can impact business operations such as strategic planning, marketing, supply-chain management, human resources, and so on.
- **Societal Impacts of Global Business:** Explain how the global expansion of organizations has impacted society, citing specific examples regarding culture, transportation, employment, infrastructure, and environmental climate.
- **Cultural Considerations for Global Business:** Explain 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.

Guidelines for Submission

Template: [Business Brief](#)

Submit Section One: Drivers for Global Entry of this template as a 350- to 500-word Word document. Sources should be cited according to APA style.

Milestone One Rubric

Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Country Selection	Selects a country to use for the course project	N/A	N/A	Does not attempt criterion	10
Purpose of Global Expansion	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains key benefits of successful global expansion for domestic organizations	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include providing an additional explanation of key benefits or adding more key benefits of successful global expansion for domestic organizations	Does not attempt criterion	20
Business Impacts of Global Business	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains how global expansion of a domestic organization can impact business operations such as strategic planning, marketing, supply-chain management, human resources, and so on	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include providing a wider variety of examples from various aspects of business (e.g., strategic planning, marketing, supply-chain management, or human resources) or providing more detailed explanations on the impact of global expansion	Does not attempt criterion	20
Societal Impacts of Global Business	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Explains how global expansion of organizations has impacted society, citing specific examples regarding culture, transportation, employment, infrastructure, and environmental climate	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include providing a wider variety of societal impacts or providing more detailed explanations on the impact of global expansion on society	Does not attempt criterion	20

Criteria	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Cultural Considerations for Global Business	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	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	Shows progress toward proficiency, but with errors or omissions; areas for improvement may include adding further detail or better explaining the key cultural considerations to explore to inform expansion decisions	Does not attempt criterion	20
Articulation of Response	Exceeds proficiency in an exceptionally clear, insightful, sophisticated, or creative manner	Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose	Shows progress toward proficiency, but with errors in grammar, sentence structure, and spelling, negatively impacting readability	Submission has critical errors in grammar, sentence structure, and spelling, preventing understanding of ideas	5
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	5
Total:					100%