

Team Project

The team projects are intended to demonstrate an understanding of the concepts and techniques provided by the course by applying the team's research on a Home Country, a Host Country and a firm headquartered in the Home Country.

The main deliverables for the project are a paper and a presentation to the class.

The assignment

1. Choose a **Home Country** meeting the following criteria:
 - a. None of the members of the team are from the Home Country.
 - b. None of the team's members belong to a first generation family from the Home Country.
2. Choose a **Host Country** meeting the same criteria in 1a and 1b, for the Home Country.
3. Choose a **Firm** headquartered in the Home Country that is not currently in the Host Country.
4. Write a **paper** describing the team's strategy for Firm while demonstrating use of the tools and concepts learned in the assigned Part of the text and lectures. The team assignments are listed at the end of these instructions.
5. **Presentation** of the paper to the class. The full team must participate in this presentation
6. Both the paper and the presentation are due at 11:59PM the day before the presentation. No late assignments will be accepted.

Grading will be based on:

1. Reasonableness and logic of the analysis.
2. Storyline and professionalism of the manuscript.
3. Appropriateness of recommendations / conclusions.
4. Comprehensiveness of the use of concepts and tools for the assigned Part of the text. How well those concepts are addressed will have the greatest influence on the Team Score.

Format and References

The format of the paper shall be as follows:

1. The first page is a *title page* that will list and label the Team Name the Team Members, the Home Country, the Host Country and the formal name of the Firm.
2. The paper will be divided into logical *Sections* with clear titles. The first section is to be an Introduction summarizing the team's strategy for the Firm to enter the Host Country. Each of the remaining sections of the paper will answer each of the questions in the assignment at the end of these instructions.
3. The overall paper will be no more than 5 pages in length (12pt Times New Roman double spaced) *excluding* title page, references, exhibits, etc.

The format of the presentation is entirely up to the team, but must make use of a Presentation tool (e.g., PowerPoint, Google Slides, etc.). The presentation will be a summary of each of the sections of the paper. The full team must participate in the presentation to the class, which will be no longer than 10 minutes from set up to finish.

Submission

Use Turnitin.com via Blackboard to submit one copy of the paper and presentation file per team.

Remember that any evidence of plagiarism will result in a recommendation to Judicial Affairs for a failing grade for the entire course. Please ask questions in advance of submittal if you are unsure of any ethical dilemma.

Part 1 Teams (due 13 February at Noon)

Using your answers to these questions:

- a. How should the Firm address the formal institutions of both countries to enter the Host Country?
- b. How should the Firm address the informal institutions of both countries to enter the Host Country?
- c. How should the Firm adapt its resources and capabilities entering the Host Country?
- d. What Corporate Social Responsibility aspects the Firm consider?

Demonstrate use of the tools and concepts discussed in these chapters of the text:

- Global Business and Globalization (Chapter 1)
- Politics, Laws and Economics (2)
- Culture, Ethics, and Norms (3)
- Resources and Capabilities (4)
- Managing Corporate Social Responsibility Globally (17)

Part 2 Teams (due 13 March at Noon)

Using your answers to these questions:

- a. How should the Firm invest and manage risk?
- b. How should the Firm adapt its approach based on global and regional trade integration as it enters the Host Country?
- c. What Corporate Social Responsibility aspects should the Firm consider?
- d. Demonstrate use of the tools and concepts discussed in these chapters of the text:

Demonstrate use of the tools and concepts discussed in these chapters of the text:

- International Trade (5)
- Investing Abroad (6)
- Foreign Exchange (7)
- Global and Regional Integration (8)
- Managing Corporate Social Responsibility Globally (17)

Part 3 Teams (due 29 March at Noon)

Using your answers to these questions:

- a. How do market entry, geographic diversification and location advantages align with the Firm's strategic goals?
- b. From an institution-based view, what is the impact of the Host Country's laws governing domestic and international competition?
- c. What is the anticipated competition in the Host Country?
- d. Using the VRIO framework to assess the Firm's strengths and weaknesses, how can the Firm update its resources and capabilities to offset the liability of foreignness and how can it then be positioned for sustainable competitive advantage in the Host Country?

Demonstrate use of the tools and concepts discussed in these chapters of the text:

- Growing and Internationalizing Entrepreneurial Firms. (9)
- Entering Foreign Markets (10)
- Global Competitive Dynamics (11)
- Alliances and Acquisitions (12)
- Strategizing, Structuring and Learning Globally (13)

Part 4 Teams (due 4 May at Noon)

Using your answers to these questions:

- a. What is the team's recommendation for how the Firm can avoid marketing blunders in the Host Country?
- b. How will the Firm adapt its approach to supply chain management as it applies to the Host Country?
- c. How will the Firm address its Human Resources (the work force) needs in the Host Country?
- d. What changes are recommended by the team for the Firm to differentiate itself in the Host Country using Corporate Governance dimensions?
- e. What Corporate Social Responsibility aspects should the Firm consider?

Demonstrate use of the tools and concepts discussed in these chapters of the text:

- Strategizing, Structuring and Learning Globally (14)
- Competing on Marketing and Supply Chain Management (15)
- Managing Human Resources Globally (16)
- Managing Corporate Social Responsibility Globally (Chapter 17)