



**FIN 336 Interview/Research Project Rubric**

Over the past decades, companies have become more aware of the potential increase in sales that may occur by extending products and services to foreign markets. For this assignment, you will:

- Interview an executive of a small company who has been able to break into the overseas market. Alternatively, you may research a company in the news and investigate its overseas operations, preferably in China. Topics to cover should be the organization's investments, capital markets, exchange rates for the foreign country, and currency restrictions.
- Describe how management could use their knowledge to teach other small-business owners to break into this lucrative overseas market.
- Explain the various types of research the small business will need to complete to make the best decision on financing the company, including descriptions of the various methods for financing international trade.
- Based on the information you located, would you recommend the owner of this small business take the international leap? Why or why not?

**Requirements of Submission:** This assignment must follow these formatting guidelines: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. This paper should be a minimum of 8 pages in length in addition to the title and reference pages. The APA style format must be used when citing and referencing information provided. Provide your name, course number, a title to the paper, and headers and footers where applicable.

This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

**Instructor Feedback:** Students can find their feedback in the Grade Center as an attachment.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
<b>Inquiry and Analysis</b>	Provides in-depth inquiry and analysis of information based on interview with an executive of a small company OR by researching a company in the news and investigating its overseas operations, with citations supporting the analysis	Provides inquiry and analysis of information based on interview with an executive of a small company OR by researching a company in the news and investigating its overseas operations, supported with evidence	Inquiry and analysis of information based on interview with an executive of a small company OR by researching a company in the news and investigating its overseas operations; may have some gaps or misinformation	Does not provide inquiry and analysis of information based on interview with an executive of a small company OR by researching a company in the news and investigating its overseas operations	25

<b>Teaching Other Small-Business Owners</b>	Meets “Proficient” criteria, describing how management could use their knowledge to teach other small-business owners about the overseas market, with citations supporting the reasoning	Describes how management could use their knowledge to teach other small-business owners about the overseas market, supported with evidence	Describes how management could use their knowledge to teach other small-business owners about the overseas market; however, description may have some gaps and misinformation	Does not describe how management could use their knowledge to teach other small-business owners about the overseas market	20
<b>Various Types of Research by Small Business</b>	Meets “Proficient” criteria and cites examples of each of the various methods for financing international trade	Explains various methods for financing international trade, supported with evidence	Explains various methods for financing international trade; however, examples discussed are incorrect or may have some gaps and misinformation	Does not explain various methods for financing international trade that are supported with evidence	25
<b>Recommendations Regarding Small Business and International Trade</b>	Provides “in-depth” endorsements to the owner of the small business whether to invest internationally or not, with citations and evidence supporting the recommendations	Provides endorsements to the owner of the small business whether to invest internationally or not, supported with evidence	Provides endorsements to the owner of the small business whether to invest internationally or not, supported with evidence; however, evidence used may be incorrect or have some gaps and misinformation	Does not provide endorsements to the owner of the small business whether to invest internationally or not	20
<b>Writing (Mechanics/Citations)</b>	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
<b>Comments:</b>					<b>Earned Total</b>
					<b>100%</b>