**Building A Case Study Analysis Overview**

Instructions

**Building a Case Study Analysis**

Choose **ONE** of the three international topics each week and apply the guidelines: These case study assignments are meant for you to explore and research outside of your textbook, but you can still cite your textbook when needed.

* Week 2: (a) Drivers of Globalization, (b) Outsourcing, or (c) Political / Legal Systems
* Week 3: (a) Cultural Differences, (b) Corporate Responsibility, or (c) Economic Development
* Week 5: (a) Global Expansion, (b) Franchising, or (c) Localization

**How to Build the Case Responses**

**Find a minimum of three news articles discussing this issue.**

The articles should be *news*articles, written by journalists for publication in newspapers or on news, websites (cannot be blogs or commercial sites). They may also be transcripts of news stories that were broadcast on television or radio. The article can be different versions of the same issue published in different countries.  Many articles from other countries are supplied to library databases from the BBC Monitoring Service, which does no reporting of its own but collects articles from around the world and translates them into English (if they are originally in another language.) For these articles, there will be an indication of which newspaper, website, radio station, etc., was the original source of the article, and in which country it is located. This would be the country of origin.

Your responses should be well-rounded and analytical, and should not just provide a conclusion or an opinion without explaining the reason for the choice.

For full credit, you need to use the material from the week's lectures, text and/or discussions when responding to the questions. It is important that you incorporate the question into your response (i.e., summarize the case in your introduction) and explain the principle(s) or concept(s) from the text that underlies your judgment.

For each Case (or critically thinking and discussion question) you should provide at least two references in addition to the textbook in APA format (in-text citations and references as described in detail in the syllabus). Each answer should be double-spaced in 12 pt. Use the following Headings and length in your paper:

Prepare a case study report that has three main parts:

1. Summary and Overview of the issue
2. Compare and contrast the perspective on the issue. How are the articles similar or different on how they expose the issues? What are the explicit and implicit issues?
3. Taking from the emergent literature (only journal articles or textbook), what are some of the implications and recommendations for conducting international business.
4. Write at least two questions that can be exposed (still without an answer) from analyzing this issue. These inquiries can be questions/issues that you were not able to answer or understand. Clarify where or how do you believe you can obtain this information. Mention specific sources (do not simply say, “Searching on the Internet").

Grading Rubric

You will be assessed on your case analysis based on the following criteria:

Category

Meets Most Requirements: 80-72 Points

Meets Partial Requirements: 71 to 56 Points Meets Some Requirements: 55-0 Points

Content

The student does an excellent job organizing each response to demonstrate an understanding of the concepts. All required components are included in the response, including a summary and overview of the issue; and a compare and contrast the perspective on the issue. How are the articles similar or different on how they expose the issues? What are the explicit and implicit issues?

35-31 points

The student does a great job demonstrating an understanding of the case. Most required components are incorporated into the response, including a summary and overview of the issue; and a compare and contrast the perspective on the issue. How are the articles similar or different on how they expose the issues? What are the explicit and implicit issues?

30-21 points

The student does a limited job demonstrating an understanding of some of the questions. Some required components are incorporated into the response, including a summary and overview of the issue; and a compare and contrast the perspective on the issue. How are the articles similar or different on how they expose the issues? What are the explicit and implicit issues?

20-0 points

Analysis

Taking from the emergent literature (only journal articles or textbook), what are some of the implications and recommendations for conducting international business. The student does an excellent job analyzing the issue(s) and does not just provide a conclusion or an opinion without explaining the reason for the choice. The analysis is supported by reference(s) to the course material and includes a clear and well-defined explanation of the relevant principle(s) or concept(s) from the text.

20-18 points

Taking from the emergent literature (only journal articles or textbook), what are some of the implications and recommendations for conducting international business. The student does a great job analyzing the issue(s) and almost fully explains the reasoning for a conclusion or an opinion. Most of the analysis is supported by reference(s) to the course material and includes a fairly clear and well-defined explanation of the relevant principle(s) or concept(s) from the text.

17-14 points

Taking from the emergent literature (only journal articles or textbook), what are some of the implications and recommendations for conducting international business. The student does a limited job analyzing the issue(s) but needs to further explain the reasoning for a conclusion or an opinion. Some of the analysis is supported by reference(s) to the course material, but further explanation of the relevant principle(s) is necessary.

13-0 points

Inquiry

The student does an excellent job organizing each response to demonstrate an understanding of the concepts. Write at least two questions that can be exposed (still without an answer) from analyzing this issue. These inquiries can be questions/issues that you were not able to answer or understand. Clarify where or how do you believe you can obtain this information. Mention specific sources (do not simply say, “Searching on the Internet).

5 points

The student does a great job demonstrating an understanding of the case. Write at least two questions that can be exposed (still without an answer) from analyzing this issue. These inquiries can be questions/issues that you were not able to answer or understand. Clarify where or how do you believe you can obtain this information. Mention specific sources (do not simply say, “Searching on the Internet).

4-3 points

The student does a limited job demonstrating an understanding of some of the questions. Write at least two questions that can be exposed (still without an answer) from analyzing this issue. These inquiries can be questions/issues that you were not able to answer or understand. Clarify where or how do you believe you can obtain this information. Mention specific sources (do not simply say, “Searching on the Internet).

2-0 points

APA Format & Editorial Style

Student meets all formatting requirements. Each response is double-spaced in 12pt font and is between one and three paragraphs in length. Responses have no grammar or spelling problems and are well-written. At least 3 sources have been cited to correctly using APA citations, with both in-text parenthetical citations and an end-of-text reference list.

10-9 points

Student meets most formatting requirements. Responses are double-spaced in 12pt font and are between one and three paragraphs in length. Responses have few grammar or spelling problems and are fairly well-written. At least 3 sources have been cited to, but the citation is not in correct APA format.

8-7 points

The student has not substantially complied with formatting requirements. Responses may have major grammar or spelling problems and are not well-written. The student may not have cited to at least 3 sources in APA format.

6-0 points

Writing and Style

The student is in control of most grammar and style, including spelling, punctuation, and concordance. Limited use of first-person narratives and contractions. Avoidance of idioms, colloquialisms, and clichés. Paragraph transitions are present and logical and flow is maintained throughout the response. Sentences are complete, clear, and concise.

10-9 points

The student has some control of grammar and style, including spelling, punctuation, and concordance. However, errors are not too disruptive to reading flow. Uses first-person narratives and/or contractions. Avoidance of idioms, colloquialisms, and clichés.

8-7 points

The student has poor control of grammar and style, including spelling, punctuation, and concordance. Some errors are disruptive to reading flows. Uses first-person narratives and/or contractions. Does not avoids idioms, colloquialisms, and clichés.

6-0 points