

International Business Strategy

International Business Strategy – Due 11:59pm Saturday 27 April 2024 (Aalto time) via MyCourses

Expected Length: 2,000 words +/- 10% (excluding references)

Assessment Criteria:

No.	Criteria:	1	2	3	4	5
1.	Contents of the Report <ul style="list-style-type: none">• Appropriate choice of market entry example• Analysis of external and internal environment• Effective application of concepts/frameworks• Evaluation of the firm's strategy and prospects for success• Actionable and appropriate recommendations					
2.	Evidence of Research <ul style="list-style-type: none">• Appropriate evidence to support key statements					
3	Structure of the Report <ul style="list-style-type: none">• Main points discussed in logically sequential paragraphs• Recommendations follow logically and consistently					
4.	Presentation of the Report <ul style="list-style-type: none">• Writing is clear, grammatically correct, business-like in style, and the report is professionally presented• Sources used are accurately cited in the paper• The reference list is accurately and appropriately presented					

Scale

1. Poor 2. Below Average 3. Average 4. Above average 5. Outstanding

Grade and feedback will be provided on MyCourses