INT 200: Introduction to International Studies
Dr. Jonathan Skaff

Background Briefing Report: Establishing Operations in a Foreign Country

Potential Topic Due: Tues., Oct. 9, 11 am at class meeting in Lehman Library Room 112
Research Proposal Due: Thurs., Oct. 18 (2-3 pages, single-spaced, 12-point font)
                      Hard copy due in class. Electronic copy submitted to D2L Digital Dropbox.
Final Briefing Report Due: Tues., Dec. 4 (8-12 pages, double-spaced, 12-point font)
                      Hard copy due in class with grading sheet on last page attached. Electronic copy to D2L.

Imagine that you are an intern at International Consulting Group (ICG). You have been given an important assignment to prepare a background briefing report for a client, an organization hoping to expand overseas. Jonathan Skaff, the CEO of ICG, will evaluate your report. You want to make a good impression because you are hoping that the internship will lead to a full-time job or at least a strong recommendation letter.

Directions:
1) Choose i) target country and ii) fictional client of one of the following types:
   a. An American educational company seeking to establish a small for-profit school of English in a city in a foreign country.
   b. An American non-governmental organization (NGO), which has received a major grant to establish a non-profit women’s counseling center or school of English or in a foreign country.
   c. Another organization of your choosing (requires prior approval of Skaff).
   d. IS majors and PC Prep students should choose a country related to their Area Studies specializations.
2) Research aspects of the target country pertinent to the organization’s efforts to expand overseas. Find information useful to the organization, including:
   a. Need in the target country:
      i. English-language school: What is the demand for English in the chosen city? Is there a lack of existing schools? What target populations might the school serve?
      ii. Women’s Center: The women’s center should be located in an urban or rural area where there is a need. In countries with multiethnic populations, the women’s center should serve only one ethnicity. For the target location and ethnicity, consider what types of problems women are facing and whether there is a lack of existing women’s centers.
   b. Legal guidelines and/or governmental permits required to set up a for-profit school or non-profit NGO.
   c. Workforce availability: Does the country have the required workforce to perform the necessary duties? If not, can Americans or other foreigners be hired affordably?
   d. Subjective cultural norms in the target country relevant to employees in roles of administrators, teachers and/or counselors, and students or female clients. Consider how American employees should be trained to interact effectively in the host country with colleagues and students or female clients. In particular, consider cultural issues such as norms of teacher-student interactions in the classroom, and male-female relations.
   e. Feasibility of the target country for the organization’s operations: Is the country safe? Will foreign-run schools or women’s centers face resistance due to being culturally inappropriate or politically unpopular in the target country?
   f. Any other relevant issues.
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3) Prepare a **Research Proposal** (due Thurs., Oct. 18) that includes:
   a. **Title and one-paragraph description** of the proposed paper topic summarizing the results of research to date.
   b. **Annotated bibliography in MLA style**: There should be 2-3 sources for each topic. List each source under the appropriate topic heading. See model on next page:
      i. Need
      ii. Legality/Permits
      iii. Workforce availability
      iv. Subjective cultural norms
      v. Feasibility
      Each source citation should have a short annotation (2-3 sentences) describing the article or book and explaining why it is relevant to the project.

4) Write the **Final Background Briefing Report** (due Tues., Dec. 4) using this organization:
   a. **Introduction** with recommendations *for* or *against* expansion into target country (1 page).
   b. **Body of paper** with these subject headings for each section:
      i. Need
      ii. Legal/Permit requirements
      iii. Workforce availability
      iv. Subjective cultural norms
      v. Feasibility
      All information should be relevant to the organization’s efforts to expand in the target country (5-7 pages).
   c. **Conclusion** evaluating the prospects for **success or failure** of the organization in the target country with **innovative solutions** to potential problems that the organization may face (1-2 pages).
   d. **Bibliography** of works cited in MLA style. Cite your sources in the body of the paper with in-text citations in MLA style (1-2 pages).

Write in a narrative format, but use headings to break up the paper into different sections required above. All sources must be library sources: **NO INTERNET SITES ARE ALLOWED UNLESS LEHMAN LIBRARY PROVIDES LINKS TO THEM OR SKAFF GIVES PERMISSION.**

**Quotations** or **ideas** that you take from sources should be acknowledged with properly formatted MLA in-text citations and bibliography. Failure to acknowledge the source of a quote or an idea is plagiarism. Flagrant cases of plagiarism may result in a grade of “F” for the class. To avoid plagiarism:

A. **Place “quotation marks” around the words of another author.** A good rule of thumb is to use quotation marks when you directly quote 4 or more words in a row.
B. **Always cite quotations or ideas** that you have taken from another author.
C. **Do not copy another student’s paper.** Allowing another student to copy your paper will be considered a case of academic dishonesty, and will carry the same penalties as plagiarism.
i. Need

This source provides basic statistics comparing the health access by gender and by income level. Most pertinent is the information regarding maternal mortality rates. While the whole country is listed as having just under 200 deaths per 100,000 births the number are in excess of 500 deaths in the low-income bracket.

The article deals with the prevalence of the HIV Virus in India. It shows that HIV rates in India are expected to grow as it has begun to spread into more rural and poor areas where people are at a higher risk of infection. This work and other information has shown that women have been rapidly increasing as a percentage of HIV affect people. It also details the lack of treatment and social stigma that surrounds AIDS in India.

This sources offers detailed analysis of Indian National Crime Records Bureau statistics pertaining to crimes against women. The article proposes two main findings. The first is that violence against women increased years during the study period of 2012-2014. Also, it suggests that ground level prevention and support is needed because new laws against these crimes have had little effect.

This article outlines the statistic surrounding malnutrition of Indian women, including its causes and effect on the lives and health of women. The article shows a major need for improved diets and eating practices in rural areas of India. It also shows the many other issues that can be remedied by changes in diet.
Grading Sheet (attach to Final Briefing Report)

Grading:
Grades of A will be awarded to papers that are 1) thoroughly researched, 2) present information on the target country relevant to the needs of the client, 3) persuasively evaluate the pros and cons of establishing the client’s organization in the target country, 4) express ideas in clear, mechanically sound writing, and 5) include citations and bibliography in proper MLA format.

I. Content (80%)

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<th>Need</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
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<td>Legal and permit requirements:</td>
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<td>Feasibility of operations in target country</td>
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A=72-80, B=64-71, C=56-63, D=48-55, F=47 or lower

II. Writing mechanics (20%)

A=4, B=3.5, C=3, D=2.5, F=2 or lower

|)||Grammar and word usage (4%) |       |
|---------------------------------|-------|
| Spelling, capitalization, and punctuation (4%) |       |
| Organization (4%) |       |
| Readability (4%) |       |
| Bibliography & citations (MLA) (4%) |       |

Total

Correction Symbols Used in Grading Paper

| agr | wrong agreement (noun-verb or noun-noun) | rep | repetitious use of the same word |
| awk | awkward sentence                        | run-on | run-on sentence |
| cit | citation needed                         | sp   | wrong spelling |
| frag| sentence fragment (usually a sentence   | trans| poor transition (between sentences or paragraphs) |
| that| lacks a verb                             | tn   | wrong verb tense |
| org | organization problems                    | unc  | unclear phrase, sentence, or paragraph |
| redun | redundant (using different words to say the same thing more than once) | wf | wrong grammatical form of word |
|      |                                        | ww   | wrong word usage |
| ¶   |                                        | new paragraph needed |