

INT 200: Introduction to International Studies

Dr. Jonathan Skaff

Background Briefing Report: Establishing Operations in a Foreign Country

Potential Topic Due: Thursday, March 2, 11 am at class session in Library 134

Research Proposal Due: Tuesday, March 21 (2-3 pages, single-spaced, 12-point font)

Hard copy in class; Electronic copy submitted to D2L>Assignments>Research Proposal

Final Briefing Report Due: Thursday, April 27 (8-12 pages, double-spaced, 12-point font)

Hard copy submitted in class with grading sheet attached

Electronic copy submitted to D2L>Assignments>Research Paper

Imagine that you are an intern at International Risk Consulting (IRC). 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 IRC, 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 a 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** English-language school or social service center serving needs of women or youth.
 - C. Another organization of your choosing (requires prior approval of Dr. Skaff).
 - D. **IS majors and PC Prep students** must choose a **country** related to their **Area Studies concentration**. **PC Prep students** must choose a **non-profit**.

- 2) Research aspects of the target country **pertinent to the organization's efforts to expand overseas**. Find information useful to the organization, including:
 - i. **Need/demand for services** in the target country and city:
 - a) **English-language school:** What is the demand for English in the chosen city? What target populations might the school serve? For-profits should assess needs of the wealthy, and non-profits the needs of the poor.
 - b) **Women's or Youth Center:** The center should be located in an urban or rural area where there is a need among the poor. In countries with multiethnic populations, the center should serve only one ethnicity. The center should target the types of problems women or youth are facing in the particular city or rural region.
 - ii. **Existing competition/services:** Are there existing schools or women's or youth centers in the host city or region? Identify a city or region of the host country that is underserved.
 - iii. **Legal guidelines** and/or **governmental permits** required to set up a **for-profit** school or **non-profit NGO**. If foreign staff are needed, work visas should be researched too.
 - iv. **Workforce availability:** Does the country have the trained teachers or counselors needed to staff the school or center? If not, can Americans or professionals from other countries be attracted as volunteers or hired affordably? To save money, can Americans or professionals from other countries train locals to carry out staff duties?
 - v. **Subjective cultural norms** in the target country relevant to American employees in roles as administrators, teachers, counselors and/or staff trainers. Consider how American

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employees should be trained to interact effectively in the host country with colleagues and students or clients. In particular, consider *cultural norms* relevant to teacher-student interactions in the classroom, and/or relations between males and females, adults and children, or counselors and clients.

- vi. **Risk analysis** of the target country for the organization's operations: Is the country safe? Are there health risks? Will foreign-run schools or social service centers face resistance due to being culturally inappropriate or politically unpopular in the target country?

3) Research Proposal due Tuesday, March 21 (2-3 pages, single-spaced)

- a. **Title**
- b. **One-paragraph description** of the proposed paper topic summarizing the results of research to date. Mention potential feasibility of setting up the school or social service center, any problems finding sources, and plans to complete research.
- c. **Annotated bibliography in MLA style:** List topic headings in order given below. Under each heading, provide 2-3 sources. 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. See model on next page:
 - i. **Need/demand for services**
 - ii. **Existing competition/services**
 - iii. **Legality/Permits**
 - iv. **Workforce availability**
 - v. **Subjective cultural norms**
 - vi. **Risk analysis**

4) Final Background Briefing Report due Thurs., April 27 with the grading sheet on page 4 attached. Write in a narrative format, but **use headings to break up the paper into different sections**. Use this organization of headings:

- a. **Introduction** with a recommendation *for* or *against* expansion into target country (1 page).
- b. Body of paper with these topic headings. For each topic, provide information relevant to the organization's efforts to expand in the target country (5-7 pages):
 - i. **Need**
 - ii. **Existing competition/services**
 - iii. **Legal/Permit requirements**
 - iv. **Workforce availability**
 - v. **Subjective cultural norms**
 - vi. **Risk analysis**
- 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). **DO NOT INCLUDE ANNOTATIONS!**

All sources must be library sources: **NO INTERNET SITES ARE ALLOWED UNLESS LEHMAN LIBRARY PROVIDES LINKS TO THEM OR DR. SKAFF GIVES PERMISSION.**

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Plagiarism Policy

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 will 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.

Model Annotated Bibliography (From paper on a women’s center in India)

i. Need

“Gender Data Portal-Health.” *The World Bank*. Web. 18 March, 2017.

This source provides basic statistics comparing 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.

Happymon, Jacob. “HIV/AIDS.” *Encyclopedia of India*. Stanley Wolpert, ed. New York: Charles Scribner's Sons, 2006, pp. 131-133. Print.

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.

“Sexual Crimes against Women in India—a Critical Analysis.” *Indian Journal of Forensic Medicine & Toxicology*, 10.2, July-Dec. 2016: 1-5. Print.

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.

Jose, Sunny, and K. Navaneetham. “A Factsheet on Women's Malnutrition in India.” *Economic and Political Weekly*, 43.33 (2008): 61–67. Print.

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.

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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 (84%)

i. Need (12%):	___ Excellent ___ Good ___ Fair ___ Poor
ii. Existing competition/services (12%):	___ Excellent ___ Good ___ Fair ___ Poor
iii. Legal and permit requirements (12%):	___ Excellent ___ Good ___ Fair ___ Poor
iv. Workforce availability (12%):	___ Excellent ___ Good ___ Fair ___ Poor
v. Subjective cultural norms (12%):	___ Excellent ___ Good ___ Fair ___ Poor
vi. Risk analysis of operations in target country (12%):	___ Excellent ___ Good ___ Fair ___ Poor
vii. Introduction/Conclusion (12%):	___ Excellent ___ Good ___ Fair ___ Poor

A=76-84, B=68-75, C=59-67, D=51-58, F=50 or lower

II. Writing mechanics (16%)

A=3.2, B=2.75, C=2.5, D=2.0, F=1.5 or lower

Grammar and word usage (3.2%)	_____
Spelling, capitalization, and punctuation (3.2%)	_____
Organization (3.2%)	_____
Readability (3.2%)	_____
Bibliography & citations (MLA) (3.2%)	_____

Total

Correction Symbols Used in Grading Paper

agr	wrong agreement (noun-verb or noun-noun)	run-on	run-on sentence
awk	awkward sentence	sp	wrong spelling
cit	citation needed	trans	poor transition (between sentences or paragraphs)
frag	sentence fragment (usually a sentence lacking 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
rep	repetitious use of the same word	ww	wrong word usage
		¶	new paragraph needed