West North Central

**Appendix 3: Rubric for Individual Case Write up**

**Part II of IFDI project: Individual case write up (7 pages, 20 points)**

**Name:**

**Group #**

**Note: You need to attach this page to your written report for grading:**

**The Individual assignment require a case write up on a FOREIGN firm that invested in a division/state** West North Central **which was the focus of your group project. Length of the report: 7 pages in double space:**

**1: Abstract (one paragragh, 2 points):**

**2. Foreign firm: Background (2 pages, 5 points)**

i). Company background, parent company (if any) nature of its business, its domestic & foreign operations, product/service focus;

(ii). Firms’ rationale for investing in the USA; its mode of entry (JV, M&A, subsidiary or any other); is it publicly listed or private?;

**3. Firms operations in the USA: (about 4 pages, 10 points)**

(i). Firms’ location(s) & its major activities; level of investment, nature of products/services manufactured and or serviced in the USA;

(ii). Firm’s organization structure, key management personnel; its website; and its operational strategies, including international & domestic sales;

(iii).Employment generated by the firm since its inception in the US;

(iv). Firm’s R&D investment & linkages with US institutions, etc,

(v). Any future plans in the USA?

**4.Comments & summary: (about 1 page, 3 points):**

Critical comments and summary of the case write up

**Credit will be given for good writing & bibliography: Provide evidence of having reviewed firm’s website and other sources, including review of publications;**

must include

information such as charts, bibliography, etc,

should be presented in appendix.