**Emerging Market Rubric (45points possible)**

Assignment - Review content from the presentation provided by Duong Nguyen and using global EDGE (globaledge.msu.edu) devise answers to the following questions.  What are the primary strengths and weaknesses with doing business in Vietnam? Why? Discuss 3 reasons using information from globalEDGE.

Examine and compare the risk for doing business with Vietnam vs another emerging market country.

1 -1 ½ pages typed/ double spaced.

Please include graphs or visuals from globalEDGE to support your analysis. (30 points)

Content – Well analyzed. Evaluate depth of analysis. Students need to explain why a strength is a strength and a weakness is a weakness.

* Too simplistic or vague – not well expressed – minus 1 to 10 points
* Points missed under each category based on quantity - mention 3 strengths and weaknesses making connections with GlobalEdge data on Vietnam or Duong’s presentation. (Refer to example for possible answers)
* Examine and compare the risk for doing business in Vietnam vs. another emerging market - (Brazil, Chile, China, Colombia, Czech Republic, Greece, Hungary, India, Indonesia, Latvia, Malaysia, Mexico, Morocco, Peru, Philippines, Poland, Russia, South Africa, South Korea, Taiwan, Thailand, Turkey, United Arad Emirates)

Should be about 1 paragraph length or more comparison.

Must include some graph/ graphics

Written expression – Proper language and grammar observed – minus 1 to 10 points

* Misspelled words
* Improper grammar

**Emerging Market Rubric (sample)**

**The following are some examples of strengths and weaknesses. I am sharing these with you as phrases but I would hope that students would write out and explanation and provide proof or evidence since the assignment asks why?**

1. What are the primary strengths and weaknesses with doing business in Vietnam? Why?

|  |  |
| --- | --- |
| **Strength** | **Weakness** |
| **Example – State the strength and connect it to why this is an opportunity.**  **According to Duong’s presentation, US and Vietnamese commercial relationship** has grown dynamically since the renewed diplomatic ties in 1995. This improvement in governmental relationships and the supporting infrastructure offers opportunities for businesses in the U.S. because the strengthen governmental relationships lessens the risks associated with international businesses. | **Example – State the strength and connect it to why this is a business threat.**  **The current political climate** within Vietnam is communism and State-owned enterprises make up 35% of Vietnam’s GDP. This is a weakness because communistic governments are less supportive of free trade. There is an innate political risk in doing business with communist nations because of the strength of the governmental control which can unexpectedly affect the country’s business environment, company profits and other goals of the multinational firms. |
| **Strength 2** | Weakness 2 |
| **Strength 3** | Weakness 3 |

* **Examine and compare the risk for doing business in Vietnam vs. another emerging market** - (Students should choose from one of the following countries - Brazil, Chile, China, Colombia, Czech Republic, Greece, Hungary, India, Indonesia, Latvia, Malaysia, Mexico, Morocco, Peru, Philippines, Poland, Russia, South Africa, South Korea, Taiwan, Thailand, Turkey, United Arad Emirates)

A paragraph comparing the general risks in doing business in Vietnam vs. another emerging markets.

These are some global edge graphics



