### TRADE MANUAL CULMINATING ASSIGNMENT

### Assignment Overview

*In this culminating activity, you will develop an international trade manual. The manual will be developed in 5 parts, step by step. This manual will provide information for businesses that are considering a trade relationship with the country you select. It is imperative that topics such as political systems, language, customs, trade agreements, border regulations, and so forth are known before a company imports, exports or has any other business relationship with that country. Your trade manual will provide all of the necessary information for a successful venture. Once the trade manual is complete, you will present key findings in a slide show presentation.*

*You will work individually. You get to choose your own country. Ensure that you get the country approved first. Each person has to study a different country.*

**Assignment Breakdown**

[Part 1: Country Overview and Trade Agreements](http://download.elearningontario.oise.utoronto.ca/repository/1166850000/BBB4MPU06/BBB4MPU06A01/overview.html)
[Part 2: Business Protocol, Customs, and Culture](http://download.elearningontario.oise.utoronto.ca/repository/1166850000/BBB4MPU06/BBB4MPU06A03/overview.html) Part 3: Political and Economic Risk Part 4: Avoiding and Managing Common Mistakes
[Part 5: Marketing, Logistics, and Distribution](http://download.elearningontario.oise.utoronto.ca/repository/1166850000/BBB4MPU06/BBB4MPU06A04/overview.html)
[Part 6: Slide Show Presentation](http://download.elearningontario.oise.utoronto.ca/repository/1166850000/BBB4MPU06/BBB4MPU06A06/overview.html)

**Part 1- Country Overview and Trade Agreements**

**Step 1: Choosing a Country**

You need to select a country of interest and then obtain a teacher’s approval to proceed.

**Step 2: Trading History and Country Snapshot**

* **An Overview Of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (country name)**

Research the following topics and report your findings using subheadings:

* Provide a map of your country outlining major cities and physical characteristics.
* Research population statistics, world region, capital city, currency, language spoken, and GDP per capita (converted to Canadian Dollars).
* Time difference versus Canadian Eastern Standard Time.
* Brief description of climate.
* Size and typical occupations of labour force.
* Government system.
* Examples of exports and imports from Canada.
* Post-secondary institutions in this country.

Provide a listing of **resources** (websites) you used to complete the overview above.

**Step 3: Competitive and Absolute Advantage**

**Activities:**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_’s Competitive and Absolute Advantage**

Research the following topics. Note that there are no subtitles required; just begin a new paragraph for each question:

* Does the country have unique resources? Resources of a high quality? Describe the resources, the quality, and the quantity.
* List three products or services for which your country is well known. Do these products have a competitive or absolute advantage? Explain.
* In which ways does the country have advantages over others?
* Is something manufactured in your country that is not manufactured elsewhere?
* Has this country been responsible for any major innovations?

**Step 4: International Agreements**

**Activities:**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_’s International Agreements**
Research the following topics. There are no subtitles required, just begin a new paragraph for each question.
	+ Identify the current trade agreements between Canada and the country you selected.
	+ Find an example of a partnership or joint venture between a business in your selected country and a Canadian business.
	+ Determine your country’s membership in the following organizations:
		- World Trade Organization
		- World Economic Forum
		- Organization for Economic Cooperation and Development
		- World Bank Group
		- International Monetary Fund
* Provide a listing of **resources** (websites) you used to complete the research above.

**DUE: Friday 15th February 2019**

**Part 1 Rubric- Country Overview and Trade Agreements**

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| --- | --- | --- | --- | --- |
| **Categories** | **Level 1(50 - 59%)** | **Level 2(60 - 69%)** | **Level 3(70 - 79%)** | **Level 4(80 - 100%)** |
| **Knowledge and Understanding** Provides an overview of the chosen country. Documented past and present trade agreements.  | provides a limited overview of the countrydocuments past and present trade agreements in limited detail | provides a somewhat detailed overview of the countrydocuments past and present trade agreements in some detail | provides a detailed overview of the countrydocuments past and present trade agreements in considerable detail | provides a thorough and detailed overview of the countrydocuments past and present trade agreements in extensive detail |
| **Thinking and Inquiry** Analyzes the country’s competitive and or absolute advantage**.** | analyzes the country’s competitive and absolute advantage in limited detail | analyzes the country’s competitive and absolute advantage in some detail | analyzes the country’s competitive and absolute advantage in considerable detail | analyzes the country’s competitive and absolute advantage in extensive detail |
| **Communication** Expression and organization of idea and information (clear expression, logical organization, proper use of graphs, charts, tables and maps). Professional looking report Proper citation providedUse of conventions, vocabulary and proper business terminology.  | Expresses and organizes idea and information with limited effectiveness Citation is not provided Uses conventions, vocabulary and terminology of the discipline with limited effectiveness  | Expresses and organizes idea and information with some effectiveness Several citation errors Uses conventions, vocabulary and terminology of the discipline with some effectiveness  | Expresses and organizes idea and information with considerable effectiveness A few minor citation errors Uses conventions, vocabulary and terminology of the discipline with considerable effectiveness  | Expresses and organizes idea and information with a high degree of effectiveness Citation is complete and properly done. Uses conventions, vocabulary and terminology of the discipline with a high degree of effectiveness  |
| **Application.** Able to connect content learned in class and apply it to researched country.  | Makes connections within and between various contexts with limited effectiveness  | Makes connections within and between various contexts with some effectiveness | Makes connections within and between various contexts with considerable effectiveness | Makes connections within and between various contexts with a high degree of effectiveness |

**Part 2 – Business Protocols, Customs and Culture**

**A guideline to Business Protocols of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Research common business protocols in your selected country. Address the following:

**Protocols**

* Negotiation styles
* Language
* Silent language
* Forms of greetings
* Style of dress
* Gift giving
* Punctuality
* Scheduling of meetings
* Business entertaining

### Compare and contrast each protocol to how it similar or different than Canadian protocols.

1. Explain how each protocol impacts business dealing? Why is it important to consider these differences?

**DUE: Friday 08th March 2018**

**Part 2 Rubric – Business Protocols, Customs and Culture**

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| --- | --- | --- | --- | --- |
| **Categories** | **Level 1(50 - 59%)** | **Level 2(60 - 69%)** | **Level 3(70 - 79%)** | **Level 4(80 - 100%)** |
| **Knowledge**Details of country’s culture  | provides a limited overview of the country’s culture  | provides some overview of the country’s culture | provides considerable overview of the country’s culture | provides a thorough overview of the country’s culture |
| **Thinking.**Compared and contrast Canada’s culture to the chosen country/explained it’s impact on business  | Analyzes the country’s cultural differences and its impact on business activities with limited effectiveness.  | Analyzes the country’s cultural differences and its impact on business activities with some effectiveness. | Analyzes the country’s cultural differences and its impact on business activities with considerable effectiveness. | Analyzes the country’s cultural differences and its impact on business activities with a high degree of effectiveness. |
| **Communication** Expression and organization of idea and information (clear expression, logical organization, proper use of graphs, charts, tables and maps). Professional looking report Proper citation providedUse of conventions, vocabulary and proper business terminology.  | Expresses and organizes idea and information with limited effectiveness Citation is not provided Uses conventions, vocabulary and terminology of the discipline with limited effectiveness  | Expresses and organizes idea and information with some effectiveness Several citation errors Uses conventions, vocabulary and terminology of the discipline with some effectiveness  | Expresses and organizes idea and information with considerable effectiveness A few minor citation errors Uses conventions, vocabulary and terminology of the discipline with considerable effectiveness  | Expresses and organizes idea and information with a high degree of effectiveness Citation is complete and properly done. Uses conventions, vocabulary and terminology of the discipline with a high degree of effectiveness  |
| **Application.** Able to connect content learned in class and apply it to researched country.  | Makes connections within and between various contexts with limited effectiveness  | Makes connections within and between various contexts with some effectiveness | Makes connections within and between various contexts with considerable effectiveness | Makes connections within and between various contexts with a high degree of effectiveness |

**Part 3-Politic and Economic Risk**

Every country has its risks. Please research and outline the political and economic risk associated with doing business in that country and how it might influence business operation and productivity.

**Step 1: Political Risk of doing business with\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:**

* Does Canada have an embassy in that country?
* Does Canada have any existing business relationship with that country?
* What type of political structure does the country have?
* Is there any political instability in that country? (Terrorism, civil war…)

**Step 2: Economic Risk of doing business with\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:**

* Why type of economic system does the country operate under?
* Is the country’s currency a hard or soft currency? Explain the importance of the currency to economic risk.
* What is the current state of the economy is in recession, trough, expansion, and peak.
* What are the economic and financial prediction for the country? (for this part you will have to look at news and read what other financiers are saying about the country’s economic future)

**Step 3: Your Recommendation for doing business with\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:**

Write a short paragraph analyzing the risk factors associated with doing business in that country and weather you would recommend a business to operate in this country. You may break it down per industry (type of business operations)

* Do the risks of doing business in that country outweigh the benefits or the other way around?
* What are some of the way a business can protect itself against these risk factors?

**DUE: Friday 22nd March 2018**

**Part 3 Rubric – Politic and Economic Risk**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Categories** | **Level 1(50 - 59%)** | **Level 2(60 - 69%)** | **Level 3(70 - 79%)** | **Level 4(80 - 100%)** |
| **Knowledge**Provides good overview of political risk facts  | provides a limited overview of the country’s political risk factors  | provides a somewhat detailed overview of the country’s political risk factors  | provides a detailed overview of the country’s political risk factors  | provides a thorough and detailed overview of the country’s political risk factors  |
| **Knowledge.** Provides good overview of economic risk facts and explained how it effect operations  | provides a limited overview of the country’s economic risk factors | provides a somewhat detailed overview of the country’s risk factors | provides a detailed overview of the country’s economic risk factors | provides a thorough and detailed overview of the country’s economic risk factors |
| **Thinking.**Analyzes the country’s political risk factors  | Analyzes the country’s political risk factors using limited detail and research  | analyzes the country’s political risk factors in some detail using some information found through research | Analyzes the country’s political risk factors in considerable detail using considerable facts from research.  | analyzes the country’s political risk factors in extensive detail using good research information from credible sources  |
| **Thinking.**Analyzes the country’s economic risk factors | analyzes the country’s economic risk factors using limited detail and research  | analyzes the country’s economic risk factors in some detail using some information found through research | Analyzes the country’s economic risk factors in considerable detail using considerable facts  | analyzes the country’s economic l risk factors in extensive detail using good research information from credible sources  |
| **Communication** Expression and organization of idea and information. Professional report Proper citation providedUse of proper business terminology.  | Expresses and organizes idea and information with limited effectiveness Citation is not provided Limited effectiveness  | Expresses and organizes idea and information with some effectiveness Several citation errors Some effectiveness  | Expresses and organizes idea and information with considerable effectiveness A few minor citation errors Considerable effectiveness  | Expresses and organizes idea and information with a high degree of effectiveness Citation is completeHigh degree of effectiveness  |
| **Application.** Able to connect content learned  | Makes connections with limited effectiveness  | Makes connections with some effectiveness | Makes connections with considerable effectiveness | Makes connections with a high degree of effectiveness |

**Part 4- Avoiding and Managing Common Mistakes**

**Step 1: Research the following items as they apply to your country:**

**Costing:**

* Provide the current exchange rate between the currency of your chosen country and Canadian dollar.
* Provide a line graph outlining the trend of the exchange rate over the past year.
* Explain if your countries currency is considered a soft or hard currency. (Ensure to explain what is meant by soft and hard currency)
* As learned, include a list of costs that a business must consider when thinking of expanding internationally into your chosen country.
* What are the tariffs imposed by Canada on your chosen country? Is there a most favoured nation’s status or any other special rates due to existing or negotiable agreements?

**Step 2: Research the following items as they apply to your country:**

**Standards and Regulations:**

* Is your country a member of the ISO? (if yes, when did they join?) <http://www.iso.org/iso/home.html> use the ISO website to help you do research for this section.
* 2 of the 4 types of standards (production standard, service standards, quality standards or ethical standards) and explain how the standards of the chosen country differ from Canada (suggestion-do a comparison chart).

|  |  |  |
| --- | --- | --- |
| Standards Name | Canada’s Standards | Your Chosen Country Standards  |
|  |  |  |
|  |  |  |

**3: Research the following items as they apply to your country:**

**Infrastructure:**

* Use a grid similar to that shown below to complete the infrastructure advisory for your country. Point form is acceptable. You will need to research key pieces of information that would be advantageous to a Canadian businessperson if working or traveling there.

|  |
| --- |
|    |
| Transportation Systems |   |
| Communication Systems  |   |
| Government Services |   |
| Accommodation |   |
| Food |   |
| Health Care |   |
| Safety  |   |
| Education |   |
| Business Support Services |   |
| Financial Services |   |
| Foreign Embassies |   |
| Communication Etiquette |   |

**Step 4: Summarize and Conclude**

**Avoiding and Managing the Common Mistakes:**

In a paragraph from summarize what a business must do to void making the common mistake you outline in section 1-3. What actions should a business take to ensure its success in your chosen country?

**DUE: Friday 05th April 2018**

**Part 4 Rubric - Avoiding and Managing Common Mistakes**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Categories** | **Level 1(50 - 59%)** | **Level 2(60 - 69%)** | **Level 3(70 - 79%)** | **Level 4(80 - 100%)** |
| **Knowledge and Understanding** Provides a clear and detailed report of the various: cost factors, standard and regulations and infrastructureThat influence business success  | provides a limited report of cost factors, standard and regulations and infrastructureThat influence business success  | provides a somewhat detailed report of: cost factors, standard and regulations and infrastructureThat influence business success  | provides a detailed report of: cost factors, standard and regulations and infrastructureThat influence business success  | provides a thorough and detailed report of: cost factors, standard and regulations and infrastructureThat influence business success  |
| **Thinking and Inquiry** Explains how to avoid common and deal with mistakes in relation to:Costing, regulations, infrastructure when conducting business in the selected county. | explains how to avoid common international business mistakes in limited detail: costing, regulations and Infrastructure | explains how to avoid common international business mistakes in some detailcosting, regulations and Infrastructure | explains how to avoid common international business mistakes in considerable detailcosting, regulations and Infrastructure  | explains how to avoid common international business mistakes in extensive detailcosting, regulations and Infrastructure  |
| **Communication** Expression and organization of idea and information Professional looking report Proper citation providedUse of proper business terminology.  | Expresses and organizes idea and information with limited effectiveness Citation is not provided Uses terminology of the discipline with limited effectiveness  | Expresses and organizes idea and information with some effectiveness Several citation errors Uses terminology of the discipline with some effectiveness  | Expresses and organizes idea and information with considerable effectiveness A few minor citation errors Uses terminology of the discipline with considerable effectiveness  | Expresses and organizes idea and information with a high degree of effectiveness Citation is complete and properly done. Uses terminology of the discipline with a high degree of effectiveness  |
| **Application.** Able to connect content learned. | Makes connections with limited effectiveness  | Makes connections with some effectiveness | Makes connections with considerable effectiveness | Makes connections with a high degree of effectiveness |

**Part 5-Marketing, Logistics and Distribution**

**Marketing Information for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

* **Target Market Profile**: What is the customer profile of your chosen country? Research items such as male/female ratio, age groupings, per capita income of families, average income, literacy rate, etc. Include any other information you deem important.
* **Media Opportunities**: List possible advertising opportunities available in your selected country (e.g., radio stations, television stations, and magazines). Provide two examples of each of the listed media giving full name and contact information (e.g., address, city, phone and/or website).
* **Retailing**: Identify a major retailer in your selected country that might distribute a consumer product.
* **Advertising Laws and Regulations**: Describe the rules and laws governing advertising messages. Describe ways in which they are different from Canadian regulations.
* **Advertising**: Find an example advertisement from your country. What advertising techniques are used? Are they different from or similar to Canadian advertisers? How?
* Include a **Resources** listing for this section.

**Logistics and Distribution Information to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

* **Overview**: Create an overview of the importance of logistics. Your overview should also refer to the chart below.
* **Chart**: Investigate the cost and complications of shipping a 10kg package, 80cm x 30cm x 30cm of promotional materials directed at potential investors or partners to the capital of your country. Include the costs from 4 possible methods via Canada Post. Look on their website for the detailed information. Present this information in chart form, similar to below. If the service is not available to your capital enter N/A for not applicable.

|  |  |
| --- | --- |
| **Method** | **Cost** |
| Most economical (surface) 4 – 6 weeks |   |
| Air 2 –3 weeks |   |
| Express post 4 – 7 days |   |
| Purolator Courier 2 – 3 days |   |

* **Freight Forwarding**: How would a freight forwarder help you with the shipment to your country? Research one freight forwarding company and explain what they would offer the person or company arranging this shipment.
* **Logistical Company**: Identify at least one logistics company that exists in your researched country. Provide the complete addresses and phone numbers of this company.
* Include a **Resources** section.

**DUE: Tuesday 16th April 2018**

**Part 5 Rubric-Marketing, Logistics and Distribution**

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| --- | --- | --- | --- | --- |
| **Categories** | **Level 1(50 - 59%)** | **Level 2(60 - 69%)** | **Level 3(70 - 79%)** | **Level 4(80 - 100%)** |
| **Knowledge**Provides good overview marketing information  | provides a limited overview of the country’s marketing information  | provides a somewhat detailed overview of the country’s marketing information | provides a detailed overview of the country’s marketing information | provides a thorough and detailed overview of the country’s marketing information |
| **Knowledge.** Provides good overview of logistic and distribution information  | provides a limited overview of the country’s logistic and distribution information  | provides a somewhat detailed overview of the country’s logistic and distribution information  | provides a detailed overview of the country’s logistic and distribution information  | provides a thorough and detailed overview of the country’s logistic and distribution information  |
| **Communication** Expression and organization of idea and information (clear expression, logical organization, proper use of graphs, charts, tables and maps). Professional looking report Proper citation providedUse of conventions, vocabulary and proper business terminology.  | Expresses and organizes idea and information with limited effectiveness Citation is not provided Uses conventions, vocabulary and terminology of the discipline with limited effectiveness  | Expresses and organizes idea and information with some effectiveness Several citation errors Uses conventions, vocabulary and terminology of the discipline with some effectiveness  | Expresses and organizes idea and information with considerable effectiveness A few minor citation errors Uses conventions, vocabulary and terminology of the discipline with considerable effectiveness  | Expresses and organizes idea and information with a high degree of effectiveness Citation is complete and properly done. Uses terminology of the discipline with a high degree of effectiveness  |
| **Application.** Able to connect content learned in class and apply it to researched country.  | Makes connections within and between various contexts with limited effectiveness  | Makes connections within and between various contexts with some effectiveness | Makes connections within and between various contexts with considerable effectiveness | Makes connections within and between various contexts with a high degree of effectiveness |

#### ****Part 6- Slide Show Presentation****

**Slide Show Presentation + Final Copy of the Whole Manual with all 5 Parts:**

You will develop a slide show presentation based on the key points researched during the development of your trade manual. You should include at least 15 slides. Include speaker notes to indicate additional information you would share with the audience when presenting the slide show.

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| --- | --- | --- | --- | --- |
| **Categories** | **Level 1(50 - 59%)** | **Level 2(60 - 69%)** | **Level 3(70 - 79%)** | **Level 4(80 - 100%)** |
| **Knowledge and Understanding** Highlights and outlines key points in the trade manual. | highlights and outlines few of the key points in the trade manual | highlights and outlines some of the key points in the trade manual | highlights and outlines many of the key points in the trade manual | highlights and outlines all or almost all of the key points in the trade manual |
| **Thinking/Inquiry** Demonstrates an understanding of the logistics and customs of conducting international business in the selected country. | demonstrates a limited understanding of the logistics and customs of conducting international business in the selected country | demonstrates some understanding of the logistics and customs of conducting international business in the selected country | demonstrates considerable understanding of the logistics and customs of conducting international business in the selected country | demonstrates an extensive understanding of the logistics and customs of conducting international business in the selected country |
| **Communication** Demonstrates effective use of business communication techniques when presenting. | demonstrates limited business communication techniques | demonstrates some business communication techniques | demonstrates considerable business communication techniques | demonstrates extensive business communication techniques |
| **Application** Designs and formats the presentation appropriately. | design and format of the presentation is limited in appropriateness  | - design and format of the presentation is somewhat appropriate | design and format of the presentation is appropriate | design and format of the presentation is very appropriate |

**DUE: Tuesday 16th April 2018**

**Final Report Rubric**

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| --- | --- | --- | --- | --- |
| **Categories** | **Level 1(50 - 59%)** | **Level 2(60 - 69%)** | **Level 3(70 - 79%)** | **Level 4(80 - 100%)** |
| **Knowledge**Provides an overview of the country. | provides a limited overview of the country | provides a somewhat detailed overview of the country | provides a detailed overview of the country | provides a thorough and detailed overview of the country |
| **Knowledge**Documents past and present trade agreements. | documents past and present trade agreements in limited detail | documents past and present trade agreements in some detail | documents past and present trade agreements in considerable detail | documents past and present trade agreements in extensive detail |
| **Thinking**Analyzes the country’s competitive and absolute advantage. | analyzes the country’s competitive and absolute advantage in limited detail | analyzes the country’s competitive and absolute advantage in some detail | analyzes the country’s competitive and absolute advantage in considerable detail | analyzes the country’s competitive and absolute advantage in extensive detail |
| **Thinking**Analyzes political and economic risk of the selected country and provided recommendation based on analysis  | analyzes political and economic risk of the selected country in limited detailProvided limited support used from risk benefit analysis  | analyzes political and economic risk of the selected country in some detailProvided a recommendation that is somewhat supported by risk benefit analysis  | analyzes political and economic risk of the selected country in considerable detailProvided a coherent recommendation supported by risk benefit analysis  | analyzes political and economic risk of the selected country in extensive detailProvided thorough and coherent recommendation supported by risk benefit analysis.  |
| **Communication** Expression and organization of idea and information.Professional report Proper citation providedUse of business terminology.  | Expresses and organizes idea and information with limited effectiveness Citation is not provided Limited effectiveness  | Expresses and organizes idea and information with some effectiveness Several citation errors Some effectiveness  | Expresses and organizes idea and information with considerable effectiveness A few minor citation errors Considerable effectiveness  | Expresses and organizes idea and information with a high degree of effectiveness Citation is complete and properly done. High degree of effectiveness  |
| **Application.** Able to connect content learned.  | Makes connections with limited effectiveness  | Makes connections with some effectiveness | Makes connections with considerable effectiveness | Makes connections with a high degree of effectiveness |