***2. INDIVIDUAL ESSAY***

Submission: A soft copy of the essay must be submitted via Turnitin by Week 10 - Monday 4pm. Submission on an earlier date is acceptable. You will need to submit a hard copy of your newspaper articles (printed with coversheet) to BESS by Week 10 – Monday 4pm. A submission of your newspaper articles (printed with coversheet) to your tutor or to BESS prior to the due date is acceptable (NOTE: if we do not receive a copy of your newspaper articles as well as your essay submission via Turnitin by Week 10 – Monday 4pm, you will be penalised as per the guidelines below).

Extension: No extensions for this assessment task will be granted except for cases in which an application for Disruption to Studies is made and approved.

Penalties: No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

**The essay is worth 40 marks (40%). It is due in Week 10 Monday 4pm to BESS (Newspaper articles) and via Turnitin (Essay).**

**Each student will be expected to submit an individual assignment of 1,500 words**. The required format for the assignment is an ESSAY. The topic is as follows:

*Choose and collect two newspaper or periodical articles that have relevance for international firms doing business in an emerging/developing market.*

Your chosen articles must be published between **1 January 2018 and 1st May 2018** in one of the following newspapers or periodicals:

*The Sydney Morning Herald, The Australian, The Australian Financial Review, The Wall Street Journal (US edition), The Economist*

**Include copies of both articles (either the original ‘cut-outs’ or a print out of the article from the newspaper’s website) as appendices to your assignment separately to BESS.**

Based on your articles you should address the following points within your essay:

**1.** In your opinion, what is the most relevant macro-environment factor (legal, political, cultural and economic) for an international business when choosing to internationalise into an emerging/developing country? Discuss any international business concepts or theories that could be used to help justify your answer.

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Your essay should incorporate at least 12 different references. These can be sourced from the following:

• Academic articles

• Relevant textbooks

• Periodicals

• Newspapers

• Relevant online sources

The 12 references should be evenly balanced between these five resource options.

**General guide to how to submit essay**

Please note that when submitting your essay you must include the following:

• Cover sheet with student/s name, student ID number, tutorial/class enrolment number, tutorial day and time and Turnitin receipt number for your newspaper articles;

• MUST submit your newspaper articles with professional presentation into the correct BESS box with the correct tutor i.e. BUS 201 (your tutor)

**Any submission not containing a student cover sheet or placed in an incorrect box at BESS will not be marked.**