

BUSA 3000 CTW Paper Format

GENERAL FORMAT

- **Cover page** [NOT counted in the 5-7 page requirement]
 - Name
 - Major
 - Country
 - Date
- **Text**
 - 5-7 pages, typed, Arial or Times New Roman 12-point font, double-spaced, 1-inch margins
 - I. Country Background**
 - II. Business Proposal**
 - III. Justifications for Business Proposal**
 - IV. Conclusion**
- **References** [NOT counted in the 5-7 page requirement]
 - A list of at least eight (8) sources cited in [APA style](#)

SUGGESTED TOPICS

- | | |
|--|---|
| <ul style="list-style-type: none"> - Exporting - Importing - Outsourcing - Off-Shoring - Licensing - Franchising | <ul style="list-style-type: none"> - Foreign Direct Investment (FDI) - Strategic Alliances - Joint Ventures - Greenfield Investments - Wholly-Owned Subsidiaries - Acquisitions |
|--|---|

Your country is the focus for any business undertaking

STRUCTURE

When contemplating how to format your paper, it is a best practice to stick to this outline because it is designed to allow you to efficiently and succinctly communicate your arguments / proposal. Your paper should be split up into four parts:

- I. Country Background (20%)**
- II. Business Proposal (10%)**
- III. Justifications for Business Proposal (40%)**
- IV. Conclusion (30%)**

PART I – Country Background (20%)
1-2 paragraphs

Bullet points are NOT accepted. This must be written in text format to include background information of your country that is relevant to your business proposal. The information you should consider include the following:

- Name of the country
- Neighboring countries
- Territorial size of the country
- Size of the Population
- Type of Political System
- Who are the political leaders?
- What political party is in power?
- Derivation of the form of law: Common, civil, other?
- How would you classify its economic system?
- What is the GDP and the GDP per capita PPP?
- Are there any major natural resources?
- What are the major exports and to which countries?
- What are the major imports and from which countries?
- Member of what economic integration organizations?
- Name of the currency? Is it freely exchanged? Is it stable?

PART II – Business Proposal (10%)
1 paragraph

Your business proposal is a paragraph containing your thesis. Your business proposal can be broken down into an easy formula:

Company X should do Y in Country Z because *Reason1, Reason2, and Reason3*.

Company X should do Y in Country Z **[Thesis – THIS SHOULD BE UNDERLINED]**

Company X is a real or made up company. Your paper should be a pitch to Company X's executive board. Keep in mind that your company can be based anywhere in the world.

You are pitching that they should do "Y" in Country "Z". Country Z is the country that you have been assigned at the beginning of the semester. The "Y" is your overall thesis.

Keep in mind, your business proposal could be that your company should not do something in your country because of your 3 reasons. For example, your company should NOT build a resort in Zimbabwe because of Reason1, Reason2, and Reason3.

Examples of theses:

- A US company can do business in Mexico (your assigned country)
- A Mexican company (your assigned country) can do business within the US
- BUSA, Inc. is looking to outsourcing as a benefit to reduce cost
- BUSA, Inc. will set up a call center in India
- Hong Kong is currently unstable for foreign investment; therefore, BUSA, Inc. should not invest in XYZ in Hong Kong

Because Reason1, Reason2, and Reason3 [Justifications – THESE SHOULD BE ITALICIZED]

Your 3 reasons are the 3 main arguments that you will be making in your paper.

Examples of justifications:

You are a US catapult company and your assigned country is Mexico. Your proposal is to open a manufacturing factory in Mexico. Your business proposal should look as follows:

BUSA, Inc., should open a catapult factory in Mexico because *The North American Free Trade Agreement (“NAFTA”) will ensure low costs of trade, the Mexican labor market contains a high supply of workers who demand lower wages, and the logistics infrastructure between Mexico and the US will ensure smooth delivery operations of our products from our factory to our distribution channels.*

PART III – Justifications for Your Proposal (40%)
2-3 paragraphs for each justification

This is where the bulk of your paper will be. In this part, you will break up Part III of your paper into 3 further parts. Each paragraph should start with a point heading of your reason (don't simply state Reason1). Remember, this paper is essentially one giant argument that you are trying to make to your company on why they should accept your business proposal. In the body of each paragraph, you will present evidence that supports your reason and then you will apply that evidence to your proposal's circumstances.

DO NOT TALK ABOUT HOW YOU ARE TO CARRY OUT YOUR PLAN. This paper is what you submit to C-level executives before a plan of operation is even drafted.

Outline Example

Keep in mind that your papers should be longer than what is shown below. This example is very short – you should have more evidence than what is presented here. The entire body of your paragraphs should be cohesive text, NOT split up in Evidence and Application sections. These sections are presented in this format here to help you understand how to organize the flow of your paragraphs.

The North American Free Trade Agreement ensures low trade costs

Evidence: The language of the trade agreement itself, articles containing information on the specifics of the trade agreement that shows benefits of the trade agreement when it comes to trade between US and Mexican companies.

Application: The North American Free Trade Agreement benefits BUSA Inc. and this proposal because we will not have to pay steep costs of trade. The lowering of costs will improve the profit margins of our catapults when we sell them in the US.

The labor market has a high supply of ready workers and the wage demand is low

Evidence: Statistics pertaining to the average wage of US manufacturing workers vs. Mexican workers. Statistics that show the employment figures pertaining to supply of workers, etc.

Application: Mexico has plenty of workers that are ready to join our manufacturing factory. The high supply of workers means that we will be able to keep wages low and thus keep our costs down. If we were to open our factory in the United States, the wage demand would be X; in Mexico, the wage demand is Y, which is much less than the US wage demand.

Mexico and the United States have a solid logistics infrastructure that ensures no disruptions and low costs

Evidence: Information on air, sea, rail, and ground shipments of goods between Mexico and the United States.

Application: When it comes to transporting our catapults from our factory in Mexico to our distribution channels in the United States, BUSA Inc. will have many safe and affordable options. These options include X, Y, and Z. The stability of US and Mexico's logistics infrastructure benefits BUSA Inc. because A, B, and C.

References

Cite your sources. If you don't, you will be at risk of plagiarism. Critically evaluate your sources in terms of coverage and potential bias.

Your evidence must include at least one article from a newspaper / media source in the country you have been assigned. The following sources CANNOT BE USED for your **local** media source: AP, UPI, Financial Times, New York Times, WSJ (all editions), Deutsche Welle, Kyodo, Bloomberg, International Herald Tribune, or CNN. The objective of this paper is to learn about news, analysis, and commentary from a local point of view, not from global news wire services. If you cannot find an English-language article, ask your CTW GRA for guidance. Your local article **MUST** be approved by your instructor.

Students are expected to use at least eight (8) references, and to cite them using [APA style](#).

Suggested resources: The World Factbook, The World Bank, globalEDGE, FACTIVA, GSU library

PART IV – Conclusion (30%)
1-2 paragraphs

Summarize your paper, including the thesis, evidence, and show that your thesis has been proved.

MISCELLANEOUS INFORMATION

Country Assignments

Look on iCollege for your assigned country

Due Dates

The due dates for the CTW paper are in the Syllabus and Calendar located on iCollege

Where to Turn In

All CTW Paper assignments and drafts are to be turned in via iCollege:
iCollege > Assessments > Assignments > Corresponding folder

Tips

- *Outline*
Follow the paper format given above
- *Headings*
Use headings throughout your paper for organization and flow
If you are unsure what this means or how to use them, please contact the CTW GRA
- *Sources*
You are required to have at least one source from a newspaper from your host country
- *References*
Include a list of all of your sources at the very end of your paper in [APA style](#)