

# International Business

## Assignment

Date 08<sup>th</sup> Feb' 2019

### PART A

You are required to prepare a formal business report answering the following questions related to the **Fortune500** Company assigned to you. (The name of company assigned to you is on Page 3 along with your Roll No./Enrolment No./Hall Ticket).

1. Prepare Business Profile<sup>1</sup>
  - a. Business Profile should include short history of the company including industry in which the company operates, divisions or segments of the company, products and services offered by the company, number of countries in which the company operates, and information including remuneration of key executives such as Chairman, Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Operating Officer (COO) & Directors.
2. Give the latest update about the company's international activity and describe the strategies adopted by the company for successful overseas operations.<sup>2</sup>
3. Calculate Revenue, Operating Income & Operating Profit earned by company from international operations<sup>3</sup>

### PART B

4. Countries are different in terms of political, legal and economic systems, economic development, and cultural and ethical traditions. These differences pose difficulties to firms operating in foreign countries. Suppose your boss is seriously considering tapping foreign market and he assigns you the task of preparing a report on Doing Business in \_\_\_\_\_ (the name of the Country assigned to you is provided on the page 4 along with your Roll No.). He expects an in depth information regarding the business environment especially **STEEPLE**<sup>4</sup> Analysis.

The report is assumed to be used by your boss in assessment of the business environment of a foreign country. You are expected to consult a variety of resources for the report. However, you are not supposed to simply copy those readily available materials. Rather, in-depth analyses and insightful recommendations incorporating your own thinking are expected.

5. Discuss India's foreign relations<sup>5</sup> & bilateral treaties with \_\_\_\_\_ (the country assigned to you).

<sup>1</sup> Business Profile of company can be found at Company's official website, Form 10-k/Annual report, or [www.finance.yahoo.com](http://www.finance.yahoo.com)

<sup>2</sup> Explain how company dealt with foreign country's political, economical, socio-cultural and technological environment. Refer newspapers, magazines, journals, and case studies to answer this question. Simultaneously, use extensively following websites <https://hbswk.hbs.edu>, [www.mckinsey.com](http://www.mckinsey.com), [www.knowledge.wharton.upenn.edu](http://www.knowledge.wharton.upenn.edu), [www.business-standard.com](http://www.business-standard.com), <http://fortune.com>, <https://www.wsj.com>, <https://www.nytimes.com>, <http://www.economicstimes.com>, <https://www.businesstoday.in>, <https://forbes.com>, etc..

<sup>3</sup> Details of revenue, operating income and operating profit are available in the company's Annual Report/Form 10-K. The same can be found by using keywords **Regio, Segment or Geographic**. Show calculation clearly in following format

Table Showing Geographic Segment wise Calculation of Revenues, Operating Income & Operating Profit for Infosys

Regional/ Geographic segment	Revenues	Percentage Revenues	Operating Income	Percentage Operating Income	Operating Profit	Percentage Operating Profit
Europe	11775	21.81	3445	21.85	29.3	23.22
North America	35638	66.02	10119	64.19	28.4	22.5
India	1274	2.36	452	2.87	35.5	28.13
Rest of the World	5296	9.81	1747	11.08	33	26.15
<b>Total</b>	<b>53983</b>	<b>100</b>	<b>15763</b>	<b>100</b>	<b>126.2</b>	<b>100</b>

<sup>4</sup> **STEEPLE** - (Socio-cultural, Technological, Environmental (or ecological), Economic, Political, Legal, Ethical).

**Social-cultural:** Lifestyle, attitude & beliefs, Social mobility, Demographics, Consumer perception of brands, Consumer purchasing behavior, Effect of advertising and public relations Influencers, role models, Racial, ethnic, religious influences, historical issues, and cross cultural communication.

**Technology:** Rate of change, research and development, New materials, machinery, software and business process support, Innovations in electronic processes, Innovations in mechanical processes, Innovation in product design, New distribution channels (e.g. internet retailing), Effect of technology on product design, production, distribution, pricing and consumption

**Environmental:** Infrastructure, cyclical weather, energy availability & cost, social implications, disposal of materials, Ecological consequences, contamination and legislations

**Economic:** Economic trends, inflation, Corporate taxation, Product taxation and duties, Seasonality of economic cycles, Market and trade cycles, Channels of distributions and access to markets, GDP, consumer purchasing power, Interest and exchange rates, National Income, Per Capital Income, Fiscal policy, Monetary policy, cost of living, and Stock market performance.

**Political:** Government policies, Political stability, Government leadership, corruption levels, Bureaucracy issues, Trading policies, Local legislation, current and future International legislation, Regulatory bodies and processes, Funding, grants and initiatives, Lobbying and pressure groups, National incentives for enterprise Planning, permits, licensing, Transparency and control of corruption, Government policy on supporting specific industries, tax policy, and trade restrictions

**Legal:** Consumer law, company's law, Fundamental rights, Employment law, health and safety law, Advertising, import & export, health & safety and compliance.

**Ethical:** Honesty, integrity, & full disclosures

<sup>5</sup> Plethora of data is available on Ministry of External Affairs website - <https://mea.gov.in/foreign-relations.htm>

**ASSIGNMENT GUIDELINES**

- The Assignment should be neatly written in student's own handwriting. No print outs will be accepted**
- Write on both sides of the paper. Assignment, including Part A & Part B shall be of minimum 10 pages (20 sides) *"Save Paper, Save Environment"*
- If the required information is not available, within 3 days from the date of this assignment, student must report the same to faculty (*Email & Mobile No. provided in footer*) and request him to assign another company/country.
- Staple your report and submit. Avoid unnecessary spending on stick file/office file/ spiral binding/color prints, etc.,**
- Page numbers at the bottom/footer right of every page in the format "Page n of N" and n <= N, where 'n' denotes the current page and 'N' denotes the total number of pages
- Use the **Harvard Referencing System** and Include the list of sources of information the student has referred

**LAST DATE FOR SUBMISSION OF ASSIGNMENT**

The Assignment should be submitted on or before **18<sup>th</sup> Feb'2019**. The assignment submitted within 2 days after due date will attract 50% marks deduction. No assignment will be accepted after **20<sup>th</sup>Feb'2019**

ASSIGNMENT EVALUATION CRITERIA		Mark/Out of
i.	Part A	/10
ii.	Part B	/10
iii.	Presentation of Part B (Communication + Body Language + Content Delivery)	/10
iv.	Internal Examination	/10
<b>TOTAL ( i + ii + iii + iv )</b>		<b>/40</b>
50% marks scored out of above 40 Marks will be your final Internal Marks		

**FORMAT FOR FRONT PAGE OF ASSIGNMENT IS PROVIDED BELOW. FILL THE DETAILS AND ATTACH THE FRONT PAGE TO YOUR ASSIGNMENT.**

<i>International Business Assignment</i>						
			FACULTY	Mirza Rafathulla Baig		
STUDENT NAME	Mirza Rafathulla Baig					
HALL TICKET NO.			MARKS/GRADE AWARDED	Part – A	/10	
					Part – B - i	/10
					Part – B - ii	/10
Issue Date	Draft Date	Due Date	Due date with 50% marks deduction	Submission Date		
08-FEB-2019	12-FEB-2019	18-FEB-2019	20-FEB-2019			
FEED BACK TO STUDENT	Part – A	Q 1				
		Q 2				
		Q 3				
	Part – B	Q 4				
		Q 5				
<b>STATEMENT OF AUTHENTICITY</b>						
I/We, (Student Name) _____ and Id Number(s) _____ affirm that the attached work is entirely my/our own except where the words or ideas of other writers are specifically acknowledged through the use of inverted commas and in-text references.						
This assignment has not been submitted for any other subject at AAKCBA (or other institution). I/we have revised, edited and proofread this paper submission.						
Student signature _____			Date: _____			
Accepted on	Returned for corrections on	Re-Submission Date	Accepted after corrections on	Rejected on		
-FEB-2019	-FEB-2019					
<b>STUDENT AGREEMENT</b>						
I understand the feedback given to me and agree to carry out the actions required by the dates indicated.						
Student Signature		Faculty Signature				
Date		Date				

## Fortune Global 500 - The world's largest corporations

S. No.	Roll No	Company Name
1	1	Royal Dutch Shell
2	2	Exxon Mobil
3	4	Wal-Mart Stores
4	5	BP
5	6	Sinopec Group
6	7	Chevron
7	10	ConocoPhillips
8	11	Toyota Motor
9	14	Total
10	15	Volkswagen
11	16	Japan Post Holdings
12	18	Glencore International
13	20	Gazprom
14	22	E.ON
15	23	ENI
16	24	ING Group
17	25	General Motors
18	27	Samsung Electronics
19	29	Daimler
20	30	General Electric
21	32	Petrobras
22	33	Berkshire Hathaway
23	34	AXA
24	35	Ford Motor
25	36	Allianz
26	37	Nippon Telegraph & Telephone
27	38	BNP Paribas
28	39	Hewlett-Packard
29	40	AT&T
30	41	GDF Suez
31	43	Pemex
32	44	Valero Energy
33	45	PDVSA
34	47	McKesson
35	48	Hitachi
36	49	Carrefour
37	50	JX Holdings
38	52	Nissan Motor
39	53	Hon Hai Precision Industry

40	54	Banco Santander
41	56	EXOR Group
42	57	Bank of America Corp.
43	58	Siemens
44	59	Assicurazioni Generali
45	60	Lukoil
46	61	Verizon Communications
47	62	J.P. Morgan Chase & Co.
48	63	Enel
49	66	HSBC Holdings
50	67	Apple
51	68	CVS Caremark
52	69	International Business Machines
53	72	Crédit Agricole
54	74	Tesco
55	75	Citigroup
56	77	McDonald's
57	79	Maruti Suzuki India Ltd.
58	80	Xerox
59	83	Tata Motors Ltd.
60	85	Tata Steel Ltd.
61	86	Reliance Industries
62	88	Amazon.com
63	89	BMW
64	90	Nestle
65		Boeing
66		Microsoft
67		Siemens
68		Procter & Gamble
69		Airbus Group
70		Johnson & Johnson
71		Metlife
72		Sony
73		Arcelor Mittal
74		PepsiCo
75		Panasonic
76		Unilevel
77		AIG
78		Disney
79		Bayer
80		Toshiba
81		Novartis

82		Renault
83		LG Electronics
84		FedEx
85		Caterpillar
86		Lenovo Group
87		Coca Cola
88		Fujitsu
89		Volvo
90		GlaxoSmithKline
91		Costco
91		Alphabet
93		Target Corp
94		Intel
95		Cisco Systems
96		Dow Chemicals
97		Pfizer
98		Best Buy
99		Goldman Sachs
100		Merck
101		Oracle
102		Nike
103		3M
104		Twenty First Century Fox
105		Time Warner
106		DuPont
107		Qualcomm
108		International Papers
109		Arrow Electronics
110		Darden Restaurant
111		Emerson Electric
112		Whirlpool
113		Starbucks
114		Kimberly-Clark
115		Facebook
116		Colgate Palmolive
117		Gap Inc.
118		Marriot International
119		
120		
121		

## List of countries assigned to students

S. No.	Roll No.	Country name
1	1	Malaysia
2	2	Moldova
3	4	Estonia
4	5	Curacao
5	6	Barbados
6	7	Congo
7	10	South africa
8	11	Micronesia
9	14	Albania
10	15	Comoros
11	16	Croatia
12	18	Burkina faso
13	20	Kenya
14	22	Bangladesh
15	23	Myanmar
16	24	Chad
17	25	Cote d'ivoire
18	27	Czechia
19	29	Morocco
20	30	Kuwait
21	32	Qatar
22	33	Russia
23	34	Dominican republic
24	35	Austria
25	36	Brazil
26	37	Chile
27	38	Gambia, the
28	39	Hong kong
29	40	Hungary
30	41	Denmark
31	43	Greece
32	44	Dominica
33	45	Italy
34	47	Jamaica
35	48	Fiji
36	49	Morocco
37	50	Maldives
38	52	Mauritius
39	53	Netherland
40	54	New zealand
41	56	Norway
42	57	Oman

43	58	Paraguay
44	59	Philippines
45	60	Poland
46	61	Portugal
47	62	Romania
48	63	Slovakia
49	66	Slovenia
50	67	Djibouti
51	68	Somalia
52	69	Azerbaijan
53	72	Belize
54	74	Switzerland
55	75	Bolivia
56	77	Laos
57	79	Letvia
58	80	Lebeonan
59	83	Sri lanka
60	85	Sudan
61	86	Syriya
62	88	Tanzania
63	89	Thailand
64	90	Tunisia
65		Turkey
66		Uganda
67		Ukraine
68		Uruguay
69		Uzbekistan
70		Venezuela
71		Vietnam
72		Yemen
73		Saudi arabia
74		Zambia
75		Algeria
76		Uae
77		Ghana
78		Guyana
79		Haiti
80		Macau
81		Luxembourg
82		Macedonia
83		Namibia
84		Nepal
85		Zimbabwe
86		Panama
87		Jordan

88		Egypt
89		Peru
90		Rwanda
91		Afganistan
91		Burma
93		Belgium
94		Brunei
95		Antigua and barbuda
96		Singapore
97		Armenia
98		Bahamas, the
99		Iran
100		Belarus
101		Sweden
102		Benin
103		Taiwan
104		Botswana
105		Brunei darussalam
106		Spain
107		Moldova
108		Indonesia
109		Mozambique
110		Korea
111		Israel
112		Cabo verde
113		Monaco
114		Bulgaria
115		Argentina
116		Ecuador
117		El salvador
118		Eritrea
119		Egypt
120		Japan
		Germany
		Pakistan
		China
		Mexico
		Canada
		Australia
		France
		Usa

### Useful websites:

- [www.ciafactbook.com](http://www.ciafactbook.com),
- <http://unctad.org/en/Pages/Home.aspx>,
- <https://www.imf.org/external/pubs/ft/weo/2017/update/01/>,
- <https://www.imf.org/external/np/sta/fdi/eng/2003/102803.htm>
- <http://ficci.in>,
- <https://www.cmie.com/>,
- [https://www.wto.org/english/res\\_e/statist\\_e/statist\\_e.htm](https://www.wto.org/english/res_e/statist_e/statist_e.htm) (WTO Statistics)
- <http://www.doingbusiness.org/reports>
- <http://www.pwc.in/publications.html>
- <http://www.ey.com/in/en/home>
- <https://www2.deloitte.com/global/en.html>
- <http://commerce.gov.in/>
- <http://data.worldbank.org/country>
- <http://data.un.org/>