

Global Business Project



Objective

In today's interconnected world, understanding and respecting the culture and business customs of different countries is essential for successful international business relationships. This project aims to educate you on various country-specific customs, providing insights and practical tips for professionals engaging in global business activities.

it's important to recognize that every country has its own unique business customs and cultural nuances. What may be controversial or challenging for one person or organization may be perfectly acceptable or even advantageous for another. Understanding and respecting cultural differences is key to navigating international business environments effectively.

For your assigned country, research and prepare a presentation on the topics found on the next slide. Be sure your presentation format and design is representative of your country and includes related images on each slide.

Research the following:

1. **Demographic Info** (population, income levels, education levels/opportunities, popular industries, employment/unemployment status, languages, political views, etc.) - **4 items minimum, photos required**

30 points

2. **Cultural Info** (traditions, special holidays, popular foods, tourist attractions, common religions, taboo topics, cultural sensitivities, notable historic events, etc.) - **5 items minimum, photos required**

30 points

3. **Business Customs** (communication styles, languages spoken, directness vs indirectness, styles of non-verbal communication, hierarchy structures, decision making styles, importance of relationships and networking practices, styles of greeting, negotiation styles, bargaining tactics, business etiquette such as greetings/dress codes/gift giving, styles of time management/punctuality, workplace values such as work-life balance, work ethics such as perception of diligence/productivity/ professionalism, business protocols such as meeting procedures/seating arrangements/agendas/speaking order, business laws and position on corruption/bribery, use of technology, email/phone etiquette, level of flexibility toward encouraging open-mindedness and willingness to adapt to other cultures practices, etc.) - **6 items minimum, photos required**

30 points

4. **Present to class**

10 points

****MAJOR GRADE****