

CREATIVE TEACHING IDEAS

Lesson Plan Template

-----Section I: Basic Information-----

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-----Section II: Lesson/Unit Plan-----

Lesson/Unit Title:

World Travel Project

Overview:

This lesson investigates business travel to an international location. Students will research a country on a variety of predetermined areas. They will prepare a business presentation selling a potential business client on conducting business in their country. Student should point out positive reasons why the client should do business in their country.

Time Required to Complete the Lesson/Unit:

Four - five days total. One-half - one day for instruction, one – two days for research and one – two days for presentations depending on class size and length of class periods.

Grade Level:

10th – 12th grade.

Course:

International Business.

Targeted NBEA Standards:

- *Foundations of International Business – Explain the role of international business; analyze how it impacts business at all levels (including the local, state, national, and international levels).*
- *Global Business Environment – Describe the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the international business environment.*
- *International Business Communication – Apply communication strategies necessary and appropriate for effective and profitable international business relations.*

Objective(s):

Objective 1: The students will be able to assess business protocol for various countries.

Objective 2: The students will be able to compare various social and cultural factors of international business and explain how it will impact business.

Objective 3: The students will be able to calculate the current exchange rate of currency between various countries.

Focus Question:

What social and cultural factors are important for a business traveler to know about a country in which they may conduct business?

Steps for the Lesson/Unit:

Students will select a country of their choice to research. Each student will research the predetermined social and cultural factors for his/her chosen country. Upon completion of the research, each student will make a business presentation, to the class, using his/her presentation material.

Step 1

Teacher Does:

Discuss various countries and their business climate. Present the project, timeline and grading rubric.

Student Does:

Select a country to research with each student selecting a different country.

Step 2

Teacher Does:

Monitor and assist with research.

Student Does:

Research selected country.

Step 3

Teacher Does:

Monitor and assist with presentation material.

Student Does:

Prepare presentation and presentation material (handouts, poster, PowerPoint, etc.).

Step 4

Teacher Does:

Student Does:

Present information.

Conclusion and Summative Assessment of Objectives:

Upon completion of this lesson, students will be able to assess the business protocol of their selected country. Upon completion of this lesson, all students will be able to compare social and cultural factors and calculate the currency exchange rate of all countries presented.

Resources/Materials/Equipment:

- *Research material – such as “Kiss, Bow or Shake Hands”*
- *Internet access for web research*
- *Presentation software – such as PowerPoint, Publisher, Word*
- *Computers – basic competency level*
- *Printer – preferably color*
- *Supplies – such as poster paper, glue, markers, crayons.*

Modification/Variation Strategies:

- *Allow students to determine the social and cultural factors to research.*
- *Ask students to research and include country data such as GDP, imports, exports and current economic conditions.*
- *Ask students to research and include airline itineraries and vaccination information.*

Accommodation:

- *The student could present his/her research to the teacher in a student-to-teacher environment instead of a whole class environment.*
- *Other accommodation as appropriate for the students IEP. For example: Allow the student to read the presentation from note cards or paper.*

World Trade Project Guidelines



You are to assume the role of a tourist official for a country of your choice. You are making a presentation to a potential client (me) to convince her to do business with your country. You need to point out the positive reasons why she should do business with your country. In other words, sell her on your country.

Each person must select a separate country – no duplicates. You must prepare the necessary materials for your presentation. For example, create a brochure, poster or PowerPoint presentation. Areas to be included in your presentation are:

- ✖ History – brief description.
- ✖ Climate – What will the weather be like when I visit?
- ✖ Geography – Where is your country located?
- ✖ Currency – calculate the current currency exchange between your country and the U.S. dollar.
- ✖ Holidays – When should I not travel to your country?
- ✖ Language – What languages will be helpful for me to know?
- ✖ Ethnicity – What is the ethnicity of your country?
- ✖ Gift-Giving – What gift-giving practices should I observe?
- ✖ Dress – What type of clothes should I pack?
- ✖ Culture – What cultural factors should I be aware of?

Be creative and have fun!!

World Trade Project Grading Sheet

Name: _____

Country: _____

Criteria	5	4	3-2	1-0	Points Earned
Description	Thoroughly Covered	Good Coverage	Adequately Covered	Minimal Coverage	
History – brief					
Climate					
Geography					
Currency – included currency exchange					
Holidays					
Language					
Ethnicity					
Gift-Giving					
Dress					
Culture					
Total Points					

Comments: