Unit Overview/Lesson(s) Description:
This unit explores the social and cultural factors that shape and impact international business. After selecting a country in which to do business, students will create a PowerPoint presentation and/or brochure or poster that describes the economic, social, political, legal, monetary and cultural factors necessary to conduct trade in that country.

Nebraska Essential Learnings Covered In Unit/Lesson:
BE 12.11 Students will understand the relationship between international and domestic business concepts from a multicultural, global perspective. They will demonstrate competency by explaining the interrelatedness of social, cultural, political, legal, economic and ethical factors that shape and impact the international business environment.

Instructional Content:
- E-commerce – evaluate e-commerce opportunities and recognize sound business practices specifically related to conducting international business electronically
- Foundations of International Business – explain the role of international business and how it impacts business (geography, career opportunities, travel considerations)
- Global Business Environment – describe the interrelatedness of the social, cultural, political, legal and economic factors that shape and impact the international business environment
- International Finance – explain the concept of currency and exchange and the role of financial institutions

Links to Nebraska Standards:
- R/S/L 12.1.1 Students will identify the main idea and supporting details in what they have read.
- R/S/L 12.1.2 Students will locate, evaluate, and use primary and secondary resources for research.
- R/S/L 12.2.1 Students will write using standard English (conventions) for sentence structure, usage, punctuation, capitalization, and spelling.
- R/S/L 12.2.5 Students will demonstrate the ability to use self-generated questions, note taking, summarizing, and outlining while learning.
- R/S/L 12.3.2 Students will make oral presentations that demonstrate appropriate consideration of audience, purpose, and information to be conveyed.
- SS/H 12.4.7 Apply geography to interpret the past, understand the present, and plan the future.

Links to National Economics Standards:
- ✓ Standard 5: Gains from Trade

Links to NBEA Standards: International Business, Pg 94-99
Level I – Foundations of International Business
Geography:
• Identify major geographic features of various countries
• Determine the impact of geography on international business, including factors such as climate, time zones, distance, topography, an social-economic-and natural resources

Travel Considerations
• Identify the major transportation systems of selected countries

Level II – Global Business Environment
Social and Cultural Influences
• Identify distinctive social and cultural factors that affect business activities (e.g. time, workday, workweek, schedules, and holidays)
• Analyze how the social, cultural, political, legal, and economic environment of a given country might impact a company doing business in that country

Political Environment
• Evaluate how the political environment and geographic location of a given country impact international business

Legal Systems
• Describe the challenges that U.S. licensing requirements for exporting products and services present a U.S. company involved in exporting
• Discuss legal implications for the ethical conduct of business across national boundaries
• Analyze implications of the Foreign Corrupt Practices Act and other regulations

Economic Environment
• List characteristics that define the various levels of economic development of countries
• Identify how economic issues affect international business activities
• Analyze the availability of resources in a country and the economic potential of that country to improve the quality of life of its citizens by engaging in international trade
• Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a company’s economic development

Level III – International Business Communication
Oral and Written Communication
• Identify basic words and phrases in languages used in business throughout the world
• In a given language, use words and phrases important to business people
• Recognize business challenges related to people speaking various languages
• Compare the use of business cards throughout the world

Non-Verbal Communication
• Identify cultural differences in food, dress, and social behaviors throughout the world
• State examples of non-verbal communication affecting international business relationships and negotiations
• Identify major holidays of various cultures, how they are celebrated, and describe their impact on doing business internationally
• Recognize gift giving in business relationships and give examples of appropriate and inappropriate gifts for persons
• Compare business entertainment in various parts of the world
• Compare business protocol of various countries

Instructional Resources:
• Computer with Internet, word processing and PowerPoint software applications

Other recommended texts/resources available from the National Business Education Association publications website at www.nbea.org:
“Creative Teaching Ideas for International Business”

✓ Lesson 22: Investing Internationally: Currency Value Changes

URLs:
http://www.businessculture.com/ Doing Business in other nations
http://www.executiveplanet.com Guide to International business cultures
http://www.disordered.org/Travel.html Man in a Suitcase travel tips site
http://www.getcustoms.com Getting Through Customs
http://www.internationalist.com/travel/ International travel links
http://lonelyplanet.com/ World guide to travel
http://www.lonelyplanet.com/destinations/ Select a specific country to visit
http://www.newspapers.com/country.htm Newspaper links to countries
http://www.ricksteves.com/plan/plan_menu.htm Rick Steves’ European travel tips

Classroom Activities/Procedures:

- Students will develop a 10 slide (minimum) PowerPoint, brochure or poster describing social/cultural factors necessary for conducting business in their country.
- Students will give a short presentation about their country.

Closure/Evaluation and Assessment/Assignment:

- PowerPoint: Minimum of 10 slides
- Brochure: Promotional brochure
- Poster: Promotional poster
Content criteria for the above include, but are not limited to:

- Type of Government
- Official language
- Religion
- Currency and current conversion rate
- Population demographics
- Geographic demographics, including climate, topography, etc
- Education
- Business practices and protocol
- Greetings, including titles/forms of address
- Gifts
- Dress/Attire
- Gestures
- Business practices
- Work week hours / business hours / vacation or holiday practices
- Do’s and Don’ts – advice for the business person!
- “Other” pertinent supplemental information related to your specific country
- Use of appropriate graphics, images, visuals, maps, etc
- Sources of information? Web sites, books consulted, etc.
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<td>Good coverage of most elements, fairly well organized, fairly easy to follow</td>
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<td>D = 138 – 124 points</td>
<td>F = 123 points or below</td>
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