

# INTERNATIONAL BUSINESS

## Unit #1 - Cultural Profile Summative:

### Passport to International Business

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#### CURRICULUM EXPECTATIONS:

- ☒ Demonstrate an understanding of how international business and economic activities increase the interdependence of nations.
- ☒ Demonstrate an understanding of the factors that influence a country's ability to participate in international business;
- ☒ Analyse the ways in which cultural factors influence international business methods and operations.
- ☒ Assess the ways in which political, economic, and geographic factors influence international business methods and operations.
- ☒ Assess the working environment in international markets.
- ☒ Describe the ways in which a company can explore business opportunities in international markets.
- ☒ Identify cultural differences between countries and describe how they affect international business practices.

**“There is no longer any such thing as a purely national economy. The rest of the world is just too big to ignore, either as a market or as a competitor. If business schools do nothing other than to train their students to think internationally, then they would have accomplished an important task.”**

John Young, CEO, Hewlett- Packard

#### Project Overview:

To increase our understanding of different cultures and how they impact business, you will provide the rest of the class with an overview of a particular country. They will get their passport stamped as they learn about your chosen country's culture and business practices.

Your task is to host a Cultural Fair and provide information about various countries from around the world. Through your research you will learn about the country's culture, government, history, geography and its business operations (i.e., large industries, products its known for, business practices, etc).

Each student will stamp their passport after visiting your booth and after learning about your country's profile, which should include 3 main parts:

- ☒ A cultural profile
- ☒ Infrastructure Overview (i.e., government, geography, transit, roads, etc.)
- ☒ Business practices, opportunities and protocol.


## International Business - Cultural Profile Summative

The cultural fair will be an opportunity for students to present many of their research findings to an audience. You are asked to create a display board to support your presentation. It should highlight the 3 main parts of your country's profile. You may use your research from the previous "Continent Study Presentation"

Students should strive to make their presentations engaging and interactive (food, music, video, etc).

Please ensure all of the following are included in your research and presented or displayed your presentation:

- ☒ Brief history of Canada's trade relationship with the country.
- ☒ Map of the country.
- ☒ Size of the country in relation to Canada.
- ☒ Population of country.
- ☒ Official language of country.
- ☒ Capital city of country.
- ☒ Official currency (and its value in Canadian Funds).
- ☒ Time zone the country is located in.
- ☒ Climate of the country.
- ☒ Labour force characteristics of the country - skill levels, sectors, etc.
- ☒ Structure and stability of the government.
- ☒ What does the country import and export? Anything specific from/to Canada?
- ☒ Brand names, products, companies that originated in that country.
- ☒ Natural Resources (are any available only there?)
- ☒ Competitive advantage of any products? (eg. Labour less expensive).
- ☒ Recent changes in the country that have an impact on business relations (eg. Currency fluctuation, change in government, natural disaster, etc.).
- ☒ Trade agreements the country is involved in (any in common with Canada?).
- ☒ "Do's" and "taboos" in country.
- ☒ Cultural determinants: geography, history and religion (comparison to Canada).
- ☒ Risk assessment (of doing business in the country):
  - ☐ Political Risk
  - ☐ Economic/Financial Risk
  - ☐ Social/Cultural Risk
  - ☐ Technical/Commercial Risk



## Unit #4: International Business - Cultural Profile Summative

### **Summative Rubric:**

#### **Part A: The Cultural Profile - Research/Accuracy of Information/Content**

**Weight:**      /20 Marks **Thinking/Inquiry**

##### **Project Expectations:**

- Did you provide your audience with a clear overview of the country? Did you provide accurate research regarding the country's culture, demographics, geography, and business practices?
- Is it informative. Does your audience have a solid understanding of your country's trade involvements?

**Level 1:** Transfer concepts, skills procedures to new contexts with limited effectiveness.

**Level 2:** Transfer concepts, skills procedures to new contexts with some effectiveness.

**Level 3:** Transfers concepts, skills procedures to new contexts with considerable effectiveness.

**Level 4:** Transfers concepts, skills procedures to new contexts with a high degree of effectiveness.

#### **Part B: The Display Board - Visual Representation of Country**

**Weight:**      /20 Marks **Application**

##### **Project Expectations:**

- Did you communicate information and ideas through writing and visual and oral presentations?
- Did you demonstrate appropriate presentation techniques (relevant to business environments)?

**Level 1:** Communicates information and ideas with limited clarity; Uses language, symbols and visuals with limited accuracy and effectiveness; Communicates with a limited sense of audience and purpose.

**Level 2:** Communicates information and ideas with some clarity; Uses language, symbols and visuals with some accuracy and effectiveness; Communicates with some sense of audience and purpose.

**Level 3:** Communicates information and ideas with considerable clarity; Uses language, symbols and visuals with considerable accuracy and effectiveness; Communicates with a clear sense of audience and purpose.

**Level 4:** Communicates information and ideas with a high degree of clarity; Uses language, symbols and visuals with a high degree of accuracy and effectiveness; Communicates with a strong sense of audience and purpose.

## Unit #4: Not-for-Profit Charitable Organization Summative Presentation

### Part C: Presentation skills and answers to questions:

**Weight:** /10 Marks Communication

#### Project Expectations:

**Level 1:** Does not appropriately use critical and creative thinking skills; Uses concepts, skills and procedures in familiar contexts with limited effectiveness.

**Level 2:** Uses critical and creative thinking skills with limited effectiveness; Uses concepts, skills and procedures in familiar contexts with some effectiveness.

**Level 3:** Uses critical and creative thinking skills with moderate effectiveness; Uses concepts, skills and procedures in familiar contexts with considerable effectiveness.

**Level 4:** Uses critical and creative thinking skills with a high degree of effectiveness; ; Use concepts, skills and procedures in familiar contexts with a high degree of effectiveness.

### BBB Unit #1: Summative - Total Marks:

<b>Part A: The Cultural Profile</b>	<b>Weight:</b>	<b>/20 Marks T/I</b>
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<b>Part B: The Display Board</b>	<b>Weight:</b>	<b>/20 Marks A</b>
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<b>Part C: Presentation</b>	<b>Weight:</b>	<b>/10 Marks C</b>
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**/50 Marks**

#### Teacher Comments:

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