

# INTERNATIONAL BUSINESS PROJECT

## **Introduction:**

Everyday more and more U.S. companies are engaging in business ventures abroad. Land borders exist but so do barriers – languages, beliefs, customs, etc. We need to become more sensitive to these differences if we want to create a business relationship with that country.

Before we can conduct business in another country, we must possess background knowledge of that country and its culture. In this assignment, you are to take on the roll of an international consulting firm and prepare your client for a first time business trip to a foreign country.

## **Task:**

You and your partner are part owners of a local business named the Mishicot International Consulting Company. Companies contact you when they need information about conducting a business meeting in a foreign country. Your company compiles pertinent information and gives a presentation to the company so they can plan a business trip.

Your company has just signed a contract with XYZ Corporation to do a presentation one week from today for a group of business people who plan to attend a business meeting abroad.

When you and your partner have gathered all necessary information, you will present your research to the XYZ Corporation (the class). At the end of the presentation you will give a 5-7 question quiz to the audience about the presentation.

Everyone must participate in the preparation and the presentation.

# International Business Project Presentation

Your presentation should include the following slides, in this order:

1. Introduction Slides
  - a. Include your name and partners name
  - b. Include the name of your country, its location, and its native language
2. For your next 5 slides, include information about your country for 5 of the following areas (a brief bulleted list for your 5 items):
  - a. History and Government
  - b. Appointments
  - c. Punctuality/Time Management
  - d. Business Dress
  - e. Nonverbal Communication/Body Language
  - f. Greetings/Addressing Others/Introductions/Conversation
  - g. Gift Giving
  - h. Meal Etiquette
  - i. Entertaining/Business Dinners
  - j. Visiting a Home
3. Advice
  - a. In this slide give the class advice for attending a business meeting in the country that you have chosen.
    - i. You and your partner will demonstrate to the class an acceptable entrance and greeting in your chosen country.
4. Quiz
  - a. Quiz the class on your presentation.
  - b. Include 5 questions to ask the class about the information presented in your presentation.

Your presentation should include no less than 9 slides and no more than 9 slides. This presentation is worth exactly 90 points.