

INTERNATIONAL BUSINESS PROJECT

Entrepreneurial Ventures

Situation:

Your company is considering expanding their business to another country. You have been asked to conduct research on this country in regard to its culture and customs and present your findings to the marketing department at its next meeting.

Step-by-Step Instructions:

1. Each student will choose a country or international company in the local area.
2. Students who decide to interview an international company will use the telephone and interview an individual from the company based on the criteria listed below.
3. Using the Internet, students will do their research on the following criteria:
 - a. Capital
 - b. Flag—National anthem
 - c. Location in relation to US
 - d. Natural resources
 - e. Dining customs
 - f. Social Customs
 - g. Body Language and gestures
 - h. Dress Code
 - i. Business protocol
 - j. Country's economy
 - i. Type of economy
 - ii. Major industries
 - iii. Imports and exports
 - iv. Trading partners
 - v. GDP per capital
 - vi. Money Exchange (Currency rate)
4. Students will design and present either a PowerPoint presentation of a pamphlet or newsletter describing business practices from their country or company and compare/contrast their results to the United States business practices.