**INB 300 Country Project (Summer 2017)**

In order to begin to move from “awareness” to “knowledge” of how cultural differences affect business we will be working together to get a brief overview of some countries around the world. With the members of your group, you should put together an Executive Summary and a short five-minute presentation on the country you are assigned. Please draw contrast between it and the US and give the viewer a feel for the differences.

***Scenario:*** Imagine you are with a friend when they get a call from their boss telling them they are to handle a major sales call (or other project) in \_\_\_(country)\_\_\_\_ tomorrow and should head to the airport immediately to be on the next flight. Luckily you are there when they receive the call to give them some quick pointers before they hit the road.

The presentation should cover the important aspects of doing business in your assigned countries potentially including:

* Any background or governmental information that may be pertinent (don’t just spit out facts, explain why each is important. We all have access to Google, add some value here)
* What language(s) is spoken? (main language(s), not every dialect)
* How are negotiations and business different from the US?
* What is the protocol for greetings and etiquette?
* Should you take gifts to social occasions? Which gifts are acceptable and which are not?
* Are there any gestures we need to watch out for?

Your presentation should conclude with **3 main takeaways** for each country that are important. This could be a gesture to avoid, an important point on negotiations, etc.

Please make sure that your presentation is not a regurgitation of an encyclopedia entry. When presenting facts you should explain why they are relevant, not just list them. Anyone can look up real and fake facts on Wikipedia. Your grade will be based on:

* Thoroughness of topics covered
* Appropriateness of topics selected
* Clarity of presentation
* Value added
* Overall quality

Feel free to be creative with your presentations and have fun with the project.

Good Luck!

INB 300 Country Project Grading

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| --- | --- | --- | --- | --- | --- |
|  | 1 | .75 | .5 | .25 | 0 |
| ***Background, Government and Language*** | Appropriate background information given, evidence of thought as to what is important | Background information is not well thought out and includes only repetition of common facts | Background information is overly simplistic and/or not related to the topic of the presentation | Very little if any real information, only language cited as background information | Missing all  Together |
| ***Differences in Negotiation and Business*** | Sufficient contrast is drawn and explanation given to help viewer understand substantive differences | Some contrast and context but key terms and differences are left undefined and unexplored | Only minimal mention of differences or superficial coverage of topic |  | Missing all together |
| ***Greetings, Etiquette, Gifts, Gestures*** | At least two different points on greetings, gestures made, and illustrated with diagram or video | Only a single gesture or greeting point mentioned and/or insufficient visuals to convey points | Single gesture or greeting mentioned, no visuals |  | Missing all together |
| ***Takeaways*** | Takeaways are appropriately concise and three in number | Takeaways are too long or more numerous than specified | Conclusion rather than three takeaways | Very poorly done | Missing all together |
| ***General*** | Presentation and Exec Summary are clean, well done, pleasing contrast and background, etc. | Presentation is clean, well done, but needs some work | Presentation needs editing, is unprofessional, or is overly wordy on slides | Presentation is way too short or way too long, in need of editing and shows a lack of effort in general |  |