

Name(s):

Period:

Date:

International Business Protocol & Travel

A business class assignment addressing Global Trade & Logistics



Scenario

You are the marketing manager for a company who has come up with a new snack line. After successfully launching the snacks in the US, your company has decided to expand internationally. Your goal is to travel abroad and meet with distribution companies in order to find out the cost of international distribution and begin to re-brand your snack line to meet the desires of your new target audience.

In order to prepare for these meetings and begin to understand the culture you will advertise to, you need to study the cultural and business protocol.

Case Study Questions

Read the Global Protocol Case Study and answer the following questions

1. Define the following terms and highlight them in your case study.

Definitions			
Protocol	Etiquette	Acronym	Culture
Bicultural	Heritage	Multilingual	Faux pas

2. What are normal business greetings in the United States?
3. List one business acronym:
4. List 2 words that are different in the US and England but have the same meaning.
5. Why might a student who speaks another language at home be at an advantage in international business?
6. What are some of the faux pas you may want to avoid in overseas dealings?

Protocol Study

For today's activity you will choose one country where you would potentially do business. Your goal will be to study the Protocol of that nation to prepare for your business trip.

Country Choice

Go to <http://ibiz247.com/countries/> and select a country that DOES NOT SPEAK ENGLISH

What country have you chosen to study?	Language

Business Policy

Look through the resources at ibiz247.com in order to answer the following questions. If you cannot find an answer, feel free to search the web

What are the top imports in this country?	What are the top exports in this country?
List any free trade agreements between this country and the United States.	What is the trade relationship with this country and the United States? Do we import more from them or export more from them?
Select the "Click for Main Industries" button on the ibiz247 website. What are the main industries of this country?	Do a search and list at least 3 international companies with offices in this country.

Business Protocol

Look through the resources at ibiz247.com in order to answer the following questions. If you cannot find an answer, feel free to search the web

What would be an appropriate greeting for a business meeting?	What is the exact English translation of this greeting?
What kind of physical greeting is expected? Handshake, bow, hug, cheek kisses or something else?	

What is the minimum wage in this country?	What is the average annual wage for this country?
What days make up a typical work week in this country?	How many hours do people work in a typical day?
How long is a typical lunch break?	What are some faux pas you should avoid in this country?
Will your phone work in this country? If so, what does your cell phone company charge per minute to use your phone in this country?	What are some suggestions you have found in your research for business dealings in this country?

Translations				
Translate the following terms into the language of the country you have chosen				
Hello	Nice to Meet You	Goodbye	Thankyou	Excuse Me

Travel & Shipping Considerations	
Go to http://travel.state.gov/content/passports/en/country.html and select the country you will do business in. Answer the following questions using the US government international travel site. Click the blue "Expand All" button to see the extensive information the government has put together for travelers.	
Do you need a visa if you are staying less than a month?	What vaccinations do you need to travel to this country?
What are the "Safety and Security" considerations in this country?	Are there currently any travel warnings for this country?
What countries border this country?	List any travel warnings for neighboring countries.

Consider the geographic conditions of this country. How do you think most of their imports and exports are moved? (Ship? Rail? Truck? Air?) Explain your reasoning.	
You have a meeting in the capitol of this country in 2 weeks from today. How would you get there?	
What flights would you need to take?*	What is the cost of a business class ticket?
*Do a web search and list the flights and layover countries	
What is the climate like in the country you will travel to?	

Cultural Considerations	
Search the web to find the answers to the following questions.	
What are three dishes in the local cuisine that you should try when on business in this country?	What kind of plug is used in this country? Would you need an adaptor to travel there?
What are the predominant religions in this country?	What is the customary tipping policy when dining out in this country?
List 2 national holidays that we do not celebrate in the US that are celebrated in this country.	What is the population of this country?
	What are the main ethnic groups of this country?
During your research on this country, what is a tradition or normal practice that you learned that is different from the USA?	

College & Career Connections

Career Spotlight	College Connections	
Marketing Manager Advertising, Promotions and marketing managers plan programs to generate interest in products or services while working with many other departments within the company. Median Annual Salary: \$123,450 EDUCATION: Bachelor's Degree	Professional Certificate in Translation This 11 course certification is open to anyone who is already bilingual in Spanish & English, and provides electives in business, medical, legal, education or community translation. Schools offering this program of study UCSD Extension	International Business with a Language focus The International Business degree at SDSU requires students to specialize in a language and study abroad to practice the language. This allows you to do business without a translator! Schools offering this program of study San Diego State University

CTE Anchor Standards Addressed (Business & Finance)

2.0 Communications

- 2.2 Identify barriers to accurate and appropriate communication
- 2.3 Interpret verbal and nonverbal communications and respond appropriately
- 2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats

3.0 Career Planning & Management

- 3.7 Recognize the importance and impact small businesses have on our state, nation and world economies.

4.0 Technology

- 4.1 Use electronic reference materials to gather information and produce products & services

7.0 Responsibility & Flexibility

- 7.8 Explore issues of global significance and document the impact on the Business & Finance Sector

9.0 Leadership & Teamwork

- 9.5 Understand that the modern world is an international community and requires and expanded global view
- 9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace

10.0 Technical Knowledge & Skills

- 10.1 Interpret and explain terminology and practices specific to the Business and Finance sector
- 10.9 Evaluate the impact of local, state, federal and/or international regulations on business and financial management decisions
- 10.11 Recognize the importance of marketing in a global economy

