



International Business Customs

OVERVIEW: The purpose of this lesson is to highlight the necessity of understanding other cultures and customs prior to engaging in business with other nations. Different nations have many similarities and differences in accepted mannerisms. Through this lesson students will research and learn international etiquette, i.e. the do's and don'ts when conducting business internationally. Students will learn how to ensure they do not inadvertently offend their possible overseas business partners.

ECONOMIC CONCEPTS:

1. economic resources
2. local economy
3. international trade

OBJECTIVE: The students will be able to:

1. collect cultural norm, protocol, and business etiquette information regarding other nations.
2. discover the historical roots of these norms and understand the necessity of following said norms.
3. draw conclusions about the relationship between people in Nebraska and various ethnic or cultural groups throughout the world.

NEBRASKA STANDARDS: 8.3.5, 8.3.6, 8.3.7, 12.3.10, 12.3.13, 12.4.5

MATERIALS:

1. Access to internet
2. Poster board, markers, etc.

PROCEDURE:

1. Have students split into groups of no more than three. Give each group 10-15 minutes to research a country of their choice at

- <http://www.executiveplanet.com/> Ensure each group chooses a different country.
2. Student groups will create a poster of dos and don'ts for their country.
 3. Groups will present their poster to the class and demonstrate actions that could be seen as impolite in a business situation in the given country.

