

## International Business

### LAP 3 – Cultural Influences on Business



Name \_\_\_\_\_

Period \_\_\_\_\_

Date Started \_\_\_\_\_

Date Completed \_\_\_\_\_

**DoDEA Benchmarks 3.10 and 3.11**

**Business/Computer Standard(s)**

– Analyze the scope of international business.

**Objectives**

- Define culture.
- Explain how cultures and subcultures influence business.
- List six components of social organization and briefly explain each one
- Explain which languages are most useful for international business
- Identify and explain five major types of values that vary from culture to culture.
- Describe the two major reactions to cultural differences.

**Text** – Business in a Global Economy

**Resource** – Chapter 3 – Cultural Influences on Business

**Time Frame** – 5 hours (suggested)

Turn in completed activities as directed by instructor.

Use Workbook pages 15-16 to take notes on all topics.

- \_\_\_\_\_ Read text – pg. 45 – 47.
- \_\_\_\_\_ Complete the “Global Business Exercise: Mirror, Mirror on the Wall” – pg. 47.
- \_\_\_\_\_ Read – pg. 47 – 53.
- \_\_\_\_\_ Complete the “Global Business Exercise: The Great Class Divide” – text pg. 54.
- \_\_\_\_\_ Complete the Part IV: Interpreting Subculture Jargon – workbook pg. 18.
- \_\_\_\_\_ Read text – pg. 54 – 65.
- \_\_\_\_\_ Complete the “Back to the Beginning: Walt Disney Company Adjusts to France.” text – pg. 65.
- \_\_\_\_\_ Complete Parts I, II, and IV, workbook pg. 17 – 19.
- \_\_\_\_\_ Internet Activity: Complete the Continuing Enrichment Project: Creating a Cultural Iceberg Collage. pg. 68.
- \_\_\_\_\_ Complete the Self Assessment
- \_\_\_\_\_ Complete the Chapter 3 Test

**Self Assessment – “I/ can...”**

- define culture.*
- explain how cultures and subcultures influence business.*
- list six components of social organization and briefly explain each one.*
- explain which languages are most useful for international business.*
- identify and explain five major types of values that vary from culture to culture.*
- describe the two major reactions to cultural differences.*

ATTENTION: You have an excellent source of information in the back of your textbook. Please refer to the special pages below for questions pertaining to maps, international investments or special terms for the course.

Appendix A: Analyzing International Investments	P. 516
Appendix B: Maps	P. 523
World Political	P. 524-525
World Landforms	P. 526-527
World Climates	P. 528-529
World Population	P. 530-531
Major International Trade Organizations	P. 532-533
World Time Zones	P. 534
 Glossary	 P. 535