

# Internet Activity Presentation Planner

## Introduction to Business Chapter 16 Culture and Diversity in Business

In Chapter 16, you learned that, “Companies doing business in other countries must be aware of cultural differences that affect the workplace.” One way this can be accomplished is by studying the business etiquette of the country in which you are doing business. Business etiquette is conduct that is socially acceptable in a business setting and this conduct differs from country to country. For example, giving gifts in the United States can be interpreted as an attempt to offer a bribe, but in Japan gift-giving is customary. Produce and present a 10-minute talk about differences in business etiquette around the world. Discuss at least three countries other than the United States, and describe the differences and similarities among rules of business etiquette in each.

### *Action Steps for Planning a Presentation*

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

### **1. Build Background Knowledge**

#### **Did You Know?**

*Think about these fascinating facts and what they may have to do with business etiquette.*

**[begin bulleted list]**

- In Spain, business cards should be two-sided. One side should be printed in English and the other side in Spanish.
- When presenting your business card to someone in Spain, place the card with the Spanish side facing your Spanish colleague.
- Polite vocal volume differs from culture to culture. Loud is the norm in some places, soft in others.
- Certain hand gestures can be interpreted as benign in some countries, and offensive and insulting in others.

**[end bulleted list]**

#### **Questions to Ponder**

*Think about these questions and what they might have to do with business etiquette.*

**[begin bulleted list]**

- Is business etiquette something that should be practiced away from the workplace?

- If people from two different cultures are doing business together, which culture's etiquette should be followed?
  - Can improper etiquette destroy business relationships?
  - Where can I learn about correct business etiquette in other cultures?  
**[end bulleted list]**

## **Key Search Words**

*Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.*

business etiquette, business customs [Usage note: if you just search “customs,” you get a lot of sites about passing through airports], international etiquette, etiquette mistakes

## **Web Sites**

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## 2. Decide on Your Topic

### Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose cultures or countries that interest you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

World Cultures > Cultural Differences in Business > \_\_\_\_\_

Title: \_\_\_\_\_

Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

(Teacher's Signature)

## 3. Conduct Research

### Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

#### Books

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## Periodicals

## **Names and Addresses**

#### 4. Write an Outline

##### **Main Ideas and Details**

*Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.*

###### I. Introduction

A. \_\_\_\_\_

B. \_\_\_\_\_

###### II. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

###### III. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

###### IV. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

###### V. Conclusion

A. \_\_\_\_\_

B. \_\_\_\_\_

## 5. Plan Visual Aids

### Charts, Graphs, Photos, and Video Clips

*Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.*

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### Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

