Informal Informational Report on International Business Customs

Case Story: You are an intern working for a multi-national company and the Human Resources supervisor asked you to conduct research and prepare an informal report identifying a particular country’s business customs for a fellow employee who will be visiting that country to conduct business. Note: you will select the country to research.

Directions:

1. Read all of the directions in this handout first. The grading rubric is on the last page. Review it before you begin.
2. Listen to a “TED” video from an Iranian-Canadian. She is discussing “intercultural communication.” Here’s the link: http://www.youtube.com/watch?v=FaOJ71czAGQ


3. Visit the DEWITT Library Resources site from the SUNY PORTAL: http://libguides.sunyulster.edu/c.php?g=211125. There are different resources listed -check each tab: “home”, “websites” and “articles”.
4. Select a country to research – post the country’s name on the discussion board so your classmates and I will know your selection.
5. Sample research URL links to use (be sure to use other resources that you have found in your Internet searches)
   
   • www.Businessculture.org
   • Worldbusinessculture.com
   • http://womeninbusiness.about.com/od/internationalwib/tp/i-wib-customs-resources.htm
   • http://adventuretravel.about.com/od/adventuretravelbasics/a/Culture-And-Custom-Guides-For-Foreign-Countries.htm

6. Research and examine the selected country’s business customs/culture for the following areas. Use your own wording when describing this information and format the data by use a bullet for each category. A detailed format is listed at the end of this direction sheet.
   
   a. Country’s Background: official language, country’s history (limit to 2-3 sentences), type of government (2 – 3 sentences) currency and the exchange rate to the U. S. dollar
   b. Greetings, non-verbal communication styles such as gestures, handshakes, etc. (2-3 sentences)
   c. Formality and Communication styles (2-3 sentences)
   d. Dining etiquette/business meals
   e. Business attire – dress versus casual
   f. Gift giving – appropriate items, when to give or not to give
g. Attitudes toward Time – punctuality, lateness, etc. Research how they reference time. For example, they may write the day first, the month next and finally the year. December 10, 2014 would be written as 10/12/14.

h. The role of women in business

i. Team work and its role in the workplace

7. Remember to obtain and save a map image of the country – it will need to be included at the end of the informal report. Make sure you identify the “URL” for the web page that provided the map, list it below the map.

8. Read Ch. 9 (Informal Reports) pages 264-280 to identify the elements of an informal report. There are a variety of formatting styles shown for an informal report: a letter report on pages 267-268, and memo-style reports on page, 276, 277, and 280.

9. Creating the report –
   a. Using MS WORD or another word processing: set the line spacing to “2”.
      - For MS WORD – you will need to edit the “default line settings” – (home tab’s paragraph section – line setting icon)
      - Change from “1” to “2” and click to change “add space after paragraph” to “remove space after paragraph. These settings will allow your report to be “double-spaced”. Remember: do not use the “enter” key until you are finished typing in the entire paragraph. Your text should “wrap” or “move by itself” from the end of one line to the beginning of the next line until you are ready to begin a new paragraph.
      - Using “Page Layout” tab, insert a footer at the bottom of the page with the page number

   b. Sample Layout for the informal report (set for line spacing “2”, and no extra spacing after a paragraph)

INTERNATIONAL BUSINESS CUSTOMS FOR (Name of Country)

By Your Name

INTRODUCTION

- In your own words, describe the purpose of this report in this paragraph. It should consist of several sentences. You should also list all the topic areas that you will be discussing. Make sure you use “INTRODUCTION” as a side heading and begin typing your response below it. It should be formatted in the same way as this information appears. After the “INTRODUCTION”
paragraph, each of the topic areas (Country’s Background, Greetings, Non-Verbal Communication, Formality/Communication, Dining Etiquette/Business Meals, Business Attire, Gift Giving, Attitudes toward Time, Women in Business, and Teamwork in the Workplace) needs to be listed as a side heading with your 2-4 sentences explaining that particular business custom.

*Use the following layout example of the side heading and data category:*

**COUNTRY’S BACKGROUND:**

- Using your own wording, identify the country’s official language, describe the country’s history (limit to 2-3 sentences), type of government (2 – 3 sentences) currency and the exchange rate to the U. S. dollar. Continue to use this formatting style with the remaining categories.

**SUMMARY**

- When you have entered all your country’s data about customs, you will create a summary of recommendations about that country’s. Make some comparisons to the U. S. customs. It should be at least 4 sentences. Remember to add the map graphic below the **SUMMARY**. Size the map should be about 4” x 6”

**RESOURCES**

Change the “line spacing” to “1”. Identify all the links you used (and any other types of resources). Select and use at least two resources.

*Use the MLA format shown below to list the resources.*

Name of Website/Article, <URL link>, date of publication *(if listed)*, date accessed *(date you accessed it on the web)*. See example shown below:
Example of Citing a reference:

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Title
Culture & Custom Guides for Foreign Travel
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10. **Insert the picture of the map of the country below the resources.** List the URL site used to obtain the map. Make sure it does not have any copyright image printed on the map.

11. **Proofread your work.** Correct grammar and spelling. Use the “ask a question” web page located in the learning module if you have a question.

12. Grading for Informal Informational Report: **PROJECT/EXAM #1 Grade**

   a. Formatting (10%): line spacing, title, side headings, page numbers, etc.
   b. Quality of information: USE YOUR OWN WRITING STYLE!
      - Introduction- describing purpose (10%)
      - Body –discussing country’s background and various international business customs (55%)
      - Summary (10%)
      - Resources – at least two and properly formatted in MLA style (10%)
      - Map – picture and URL listed (5%)

13. **DUE DATES:** Two weeks from the date information is distributed.