

LESSON SCENARIO

Title

Cultural Awareness in Business

Abstract

The "Cultural Awareness in Business" lesson aims to explore the profound influence of cultural awareness on international business interactions and negotiations. Through this engaging session, adult learners will develop an understanding of how to adapt their approaches to diverse cultural contexts, fostering successful partnerships and transactions in the global marketplace. Utilizing a combination of interactive methods, including discussions, quizzes, debates, role-plays, and charades, participants will enhance their cultural intelligence and gain practical skills to navigate the complexities of cross-cultural business interactions.

Preparation time

60 minutes.

Teaching time

60 minutes.

Learning Outcomes

By the end of this lesson, participants will be able to:

1. Recognize the significance of cultural awareness in international business interactions and negotiations.
2. Apply cultural intelligence to adapt their approaches effectively when dealing with partners from diverse cultural backgrounds.
3. Demonstrate an understanding of cultural nuances and how they can foster successful partnerships and transactions.

No	Duration	Activity description	Training methods	Materials / Equipment
----	----------	----------------------	------------------	-----------------------

Best Bonds 2020-1-PL01-KA204-081837

1	10 minutes	<p>Introduction (10 minutes):</p> <ul style="list-style-type: none"> ● Begin the lesson by introducing the topic of "Cultural Awareness in Business" and its crucial role in today's globalized business environment. ● Facilitate a brief discussion on the challenges and benefits of conducting business across diverse cultural contexts. ● Emphasize the importance of cultural intelligence for building successful international partnerships. 	Non formal, Discussion, Debate,	Classroom, Charts, paper, pens and other materials,
2	40 minutes	<p>Development (40 minutes):</p> <ol style="list-style-type: none"> 1. Discussion: Impact of Cultural Awareness on Business Interactions (15 minutes) <ul style="list-style-type: none"> ○ Engage participants in a discussion to explore how cultural awareness can influence various aspects of business interactions, such as communication, negotiation styles, and business etiquette. ○ Encourage participants to share personal experiences or anecdotes related to cross-cultural business encounters. 2. Quiz: Cultural Awareness in Business (10 minutes) <ul style="list-style-type: none"> ○ Prepare a quiz with questions related to cultural norms, practices, and 	Role-play, quiz Group work, discussion, charades	

		<p>customs in various regions of the world.</p> <ul style="list-style-type: none">o Divide participants into small teams and conduct a friendly quiz competition to test their cultural awareness in a fun and interactive manner. <p>3. Role-Play: Cross-Cultural Negotiations (10 minutes)</p> <ul style="list-style-type: none">o Divide participants into groups and assign each group a specific cross-cultural negotiation scenario.o Each group performs a role-play to demonstrate how cultural intelligence can be applied to adapt negotiation approaches effectively and reach mutually beneficial outcomes. <p>Charades Game: Cultural Nuances (15 minutes)</p> <ul style="list-style-type: none">● Prepare a set of charade cards with terms representing cultural nuances, such as "indirect communication," "gift-giving etiquette," "personal space," "decision-making hierarchy," and "time perception."● Divide participants into two teams and take turns drawing cards to act out the term while the other team guesses the word.		
--	--	---	--	--

Best Bonds 2020-1-PL01-KA204-081837

3	10 minutes	<p>Conclusion (10 minutes):</p> <ul style="list-style-type: none"> Summarize the key concepts of cultural awareness in business and its impact on successful international partnerships and transactions. Facilitate a group discussion to share insights and lessons learned during the session. Encourage participants to apply their newfound knowledge of cultural intelligence in their future business endeavors. 	Discussion. Group work	
---	------------	---	---------------------------	--

Materials:

- Quiz questions related to cultural norms, practices, and customs in various regions.
- Role-play scenarios with different cross-cultural negotiation dilemmas.
- Charade cards with terms representing cultural nuances (if included in the lesson).

Re. 1.) Quiz Questions:

1. In which country is it customary to bow as a greeting instead of shaking hands?
 - A) Japan
 - B) Germany
 - C) United States
 - D) Brazil

Best Bonds 2020-1-PL01-KA204-081837

(Answer: A) Japan

2. What is the traditional way of showing appreciation for a meal in China?

- A) Tipping the server
- B) Burping loudly
- C) Leaving some food on the plate
- D) Slurping noodles

(Answer: C) Leaving some food on the plate

3. In which culture is it common to bring a small gift when invited to someone's home?

- A) United Kingdom
- B) Russia
- C) India
- D) Australia

(Answer: B) Russia

4. Which country considers it rude to open a gift immediately after receiving it?

- A) Mexico
- B) Saudi Arabia
- C) Japan
- D) France

(Answer: C) Japan

5. In some cultures, it is customary to negotiate the price at markets and street vendors.

- True
- False

(Answer: True)

6. What is the traditional way of addressing someone in South Korea?

- A) Using their first name
- B) Using their last name
- C) Using their title and last name
- D) Using a nickname

Best Bonds 2020-1-PL01-KA204-081837

(Answer: C) Using their title and last name

7. In which country is it impolite to leave a small amount of food on your plate after a meal?

- A) China
- B) Italy
- C) United Arab Emirates
- D) Thailand

(Answer: B) Italy

8. In Arab cultures, how should you accept a business card given to you by someone else?

- A) Put it in your back pocket
- B) Look at it carefully and then put it away
- C) Glance at it and put it away quickly
- D) Hold it with both hands and read it aloud

(Answer: D) Hold it with both hands and read it aloud

9. Which gesture is considered offensive in some Middle Eastern countries?

- A) Thumbs up
- B) Crossing fingers
- C) Peace sign (V-shaped)
- D) Waving

(Answer: C) Peace sign (V-shaped)

10. In which culture is it customary to greet others with a light kiss on both cheeks?

- A) Japan
- B) France
- C) Germany
- D) China

(Answer: B) France

11. In which country is it common to maintain eye contact during a conversation to show attentiveness and respect?

- A) United States
- B) Japan

Best Bonds 2020-1-PL01-KA204-081837

- C) Saudi Arabia
- D) Russia

(Answer: A) United States

12. What is the traditional way of greeting in Thailand?

- A) Handshake
- B) Bowing
- C) Hugging
- D) Nodding

(Answer: B) Bowing

13. In some cultures, it is polite to leave a small amount of food on your plate at the end of a meal to show that you are full.

- True
- False

(Answer: True)

14. Which hand gesture is considered offensive in some Asian countries?

- A) Thumbs up
- B) Crossing fingers
- C) Peace sign (V-shaped)
- D) Waving

(Answer: B) Crossing fingers

15. In which country is it customary to remove your shoes before entering someone's home?

- A) India
- B) Germany
- C) Canada
- D) United States

(Answer: A) India

16. In which culture is it common to negotiate the price when shopping at markets or stores?

- A) United States
- B) Japan

Best Bonds 2020-1-PL01-KA204-081837

- C) China
- D) France

(Answer: C) China

17. In some cultures, it is customary to bow slightly as a sign of respect when meeting someone for the first time.

- True
- False

(Answer: True)

18. What is the traditional way of addressing someone in Germany?

- A) Using their first name
- B) Using their last name
- C) Using their title and last name
- D) Using a nickname

(Answer: C) Using their title and last name

19. Which country is known for its punctuality, where being late for social events is considered impolite?

- A) Brazil
- B) Switzerland
- C) Italy
- D) Saudi Arabia

(Answer: B) Switzerland

20. In which culture is it customary to exchange small gifts at the beginning and end of a business meeting?

- A) Australia
- B) Brazil
- C) China
- D) India

(Answer: C) China

Re. 2.) Role-play Scenarios with Cross-Cultural Negotiation Dilemmas:

1. Negotiating a business deal between a German company and a Chinese company, where cultural differences impact the approach to reaching an agreement.
2. A multinational team is tasked with negotiating a joint venture with a Saudi Arabian company, dealing with cultural norms around gender segregation and communication.
3. An American company is seeking to expand its market presence in Japan, encountering challenges in understanding the Japanese decision-making hierarchy and communication style.
4. A Canadian company is in negotiations with a Brazilian company, facing differences in time perception and business priorities.
5. A French company is exploring a partnership with an Indian company, navigating cultural nuances in gift-giving and personal relationships during negotiations.
6. Negotiating a trade agreement between a South Korean and a Russian delegation, addressing communication styles and cultural protocols.
7. A British company is negotiating a business partnership with a United Arab Emirates company, dealing with cultural differences in negotiation etiquette.
8. An Australian company is negotiating with a Chinese company, navigating the differences in business hierarchy and decision-making processes.
9. A Mexican company is negotiating with a Japanese company, addressing cultural differences in time perception and scheduling meetings.
10. A Brazilian company is negotiating with a German company, facing challenges in understanding direct and indirect communication styles.

Re. 3.) Charades Keywords connected with the topic of the lesson:

1. Cross-cultural



Best Bonds 2020-1-PL01-KA204-081837

2. Communication
3. Business etiquette
4. Greetings
5. Negotiation
6. Cultural norms
7. International customs
8. Decision-making
9. Partnership
10. Gift-giving
11. Business deal
12. Time perception
13. Protocol
14. Cultural differences
15. Joint venture
16. Market presence
17. Gender segregation
18. Trade agreement
19. Hierarchical structure
20. Market expansion

*Publication funded by the European Commission under the Erasmus+ program. This publication has been produced with the financial support of the European Commission. The publication reflects only the views of the authors, and the European Commission and the National Agency for the Erasmus+ Program are not responsible for its content