**CULTURE AND INTERNATIONAL**

**BUSINESS WORKSHOP- 2023**

It is the pleasure of the College of Business to host a group of international participants in the undergraduate program. This year’s format is even more hands on than in the past with several professors providing sessions in their area of expertise. Company visits and other cultural experiences will give participants an opportunity to learn skills for doing business glob-ally and to better understand the business environment of their home country as a foundation.

**Course Objectives:**

• To assess a participant’s cultural intelligence and its importance

• To understand various viewpoints of global issues

• To explore the global environment as detailed in the United Nations 17 Sustainable Development Goal

• To be able to adapt to various cultural situations in the international business environment

• To comprehend how values and norms around the world can impact how business relationships work.

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**Cultural Event:**

Each student nationality will plan a traditional event for others to enjoy. This can be a celebration or holiday tradition. Food will be prepared by campus staff, so recipes need to be provided by July 1. Pick traditional recipes from your country for the event you are planning. These should be as experiential as possible with games, music, dancing, rituals explained. A PPT presentation can be part of the program to better explain history or cultural basis for the activities. Pre-planning can assist in knowing what to bring for the program. Feel free to contact me with any questions. NI **Syllabus**

**Cultural Intelligence:**

During the first day on campus, all participants will complete a cultural assessment online. The personal report will be given to the individual to better understand their skill set. Lectures and experiences during the program will assist in further development of those skills. Goals will be set by each person as well. There will be an exam over the teachings provided. At the end of the program, students will take a follow-up assessment to determine improvements made personally over the span of the course.



**United Nations Sustainable Development Goals (SDGs)**

Each student or if possible groups of students will choose one of the United Nations development goals. The UN packet of information on the specific goals will be provided. . A PowerPoint presentation explaining the foundation and main points of the goal and how businesses might use it for the social responsibility foundation for action when doing business in other developing and tran-sition economies will be developed. Discussions will follow with the class participants.

**International Case analysis and presentation**

Students will be divided into multi-cultural teams. The team will be provided the same inter-national case for analysis. The teams will compete on the final Friday morning in front of judges. A question/answer period will follow the presentation by the judges. More details will be provided at the beginning of the program.