

International Culture Project Brochure

Course Title: Legal Environment of Business Instructor: Ms. Middleton Assignment: International Brochure Time: 2 Class Periods (1 hr & 20 mins each)

Standard: BMA-LEB-9 Research and summarize the influence of diverse cultures and customs on business practices while detailing awareness in business operations.

Objective: Prepare a brochure about a city in your country. Ex: Shanghai, China

- Front cover (Title: A Trip to: _____, picture, Prepared by: Your Name)
- General information about city (Population, Language, Currency Exchange rate)
- Popular Attractions (Places to See and Things to Do)
- Food (Local Cuisine and Restaurants)
- Airfare, hotel information, travel packages and their websites

Task: Students are to create a Brochure for a city or country of their choice.

1. Select a Country/City

- Determine location on map and the time zone for the location.
- General information: population, languages, government, etc.

- Determine the current exchange rate for currency.
- Determine the telecommunications options available.
- Determine the cost of sending an item from the country you are visiting back to the U.S.
- Identify universal package symbols and indicate what information can be understood from them.

2. Business Protocol and Etiquette

- List information on customs, introductions, use of business cards, dining customs, communication concerns, etc.
- Determine what type of gestures or actions that should be recognized and understood.
- List items that are appropriate and items that should not be presented as gifts.

3. Transportation

- Airlines – cost, dates for flying, departure and arrival times, etc. Compare several airlines to determine which has the best package.
- Rental cars, cabs, bus, train, etc. – determine which type of transportation is best suited for your needs. Compare prices and availability of each.

4. Hotel/Motel

- Compare the different types of accommodations available for you.
- Determine the cost of each accommodation.
- List the facilities and activities available at the accommodation.

5. Food

- Determine place and cost of meals.

- List some of the local cuisine.

6. Attractions

- Determine what attractions you will visit and the cost of each.
- Determine the date and time that you will visit.
- Determine if you need to take any special type of clothing.
- Types/cost of souvenirs.