A) **Report goals**

The aim of this report is to analyse how different aspects of culture influence business practices across countries. Your report must approach the subject of study from both the theoretical and applied perspectives.

B) **Methodology**

The **Final Report is a group activity**. Each team will have **up to 4 members**. Each group will submit a written report and make an oral presentation. The report will have a maximum length of 25 pages with a font size of 10 points (Arial) and a line spacing of 1.5. The oral presentations will take between 15 and 20 minutes. No exceptions to these rules will be accepted. The dates for the presentations are published in the **Aula Virtual**.

The topic of the Report is related to **doing business in a given country**. Students will propose the country of their choice. The following countries will be presented in the lectures and are therefore **not eligible**: France, Italy, Portugal, United Kingdom, Germany, Russia, Kazakhstan, India, China, South Korea, Japan, United States, Mexico, Venezuela, Brazil, Chile, Argentina, Morocco and South Africa. **Once a country is assigned to a group, it is not eligible for the other groups**.

The report must be **based on a real international business deal** that will be used to illustrate the way business is conducted in the country.

At least one of the actors in the deal must be a local company/organization that does business with a foreign company or a foreign company operating in the country. The deal may include participation in joint ventures with foreign partners, foreign companies investing in the country, alliances, etc. The business situation must highlight the impact cultural differences have on the case. The cases portrayed may be examples of success or failure influenced by cultural differences, ethnocentric behaviour, animosities, or any cross-cultural issue presented on the course. The report should show the impact of the most relevant points from the following topics:

- Cultural traditions affecting business.
  - The influence of language, religion and customs on business practices.
  - Cultural diversity within the country.
- The business environment.
  o Typical intercompany relations.
  o Control of corruption.
  o The role of unions in business.
  o How difficult it is to start a business.
- Business communication and negotiation styles.
  o Dominant approaches to international negotiation.
  o Time management in the workplace and business negotiations.
  o Formality and dress code.
  o Gift-giving practices.
  o Expressiveness and touching behaviour.
  o Table manners, drinking habits, etc.
  o The use of business cards.
- Cultural dimensions and their impact on business practices.
  o What is the best way to contact an unknown company you are interested in doing business with?
  o Do subordinates like to receive precise or vague instructions?
  o Do subordinates accept negative feedback?
  o How do they deal with making mistakes?
  o Recruitment and promotion criteria.
- Gender equality in the business area.
- The main challenges for expatriates working in the country.
- Work-life balance. The role of family, the separation of one’s personal and professional lives, social activities related to business.
- Main do’s and taboos:
  o Topics that are welcome / that should be avoided in conversations.
  o Animosities against other countries / cultures.
- Working conditions. Labour rights and equality.
- Historical facts influencing the current geopolitical situation (current main economic, cultural and political relationships with other countries) (This part should be brief and focus on cultural aspects that could influence business relationships).

1. Methodological approach

Innovation and creativity in your methodological approach will be positively assessed (i.e. when explaining expatriation challenges, interviews with expatriates from different countries would be appreciated, especially if they result in a more applied presentation. When assessing
corruption and socially responsible practices, you could contact NGO’s involved in these issues or companies that implement such practices).

Generally, your report should find a suitable balance between the theoretical approach to the topic and an innovative and creative perspective, as well as real examples of how cultural differences hinder international business.

- References1 (all references must be correctly cited in accordance with the Journal of International Business Studies citation style rules: https://bit.ly/34YprJU).

2. Teams

The teams will be selected during the practical session to be held on 22nd October. Each group will have up to four students. In-team cultural diversity has a positive influence on developing cultural intelligence, so each team member must be from a different nationality. No group can have 2 members from the same nationality. The composition of the teams will be annexed to this document.

3. Activity follow-up

During the practical session to be held on 5th November, the country to be analysed in the Final Report by each team will be confirmed. As a first step, each student should draft a short justification (200–300 words) for their choice of country to be analysed by their team. This proposal will be handed in to the teacher during the practical session on 5th November.

C) Submission and assessment of the report

The deadline for uploading this activity is 11.55 pm on 15th December 2020. The documents will be submitted via the online campus http://aulavirtual.uv.es. The files containing the documents must be labelled as follows:

- **CCM2021_Final_Report_X_TEXT** This file will contain the written report. Each group will be assigned a different number. For example, when submitting its report, group 3 should label its file: **CCM1920_Final_Report_3_TEXT.doc**

- **CCM2021_Final_Report_X_PRESENTATION** This file will contain the slides used during the oral presentation. (i.e. **CCM1920_Final_Report_3_PRESENTATION.ppt**).

**No reports will be accepted after the deadline.**

Reports that display depth and rigour in the literature review, clarity in developing the concept, clarity in structuring the content, and innovation and creativity in its methodological approach will be

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1 Any sign of plagiarism will be penalized.
assessed positively. Plagiarism will be severely penalized. In the oral presentation, formal aspects and each member’s individual participation will also be considered.

Annex A: Composition of the teams and their chosen topic: