

## **WT4: Cross-Cultural Presentation**

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For your last task this semester, you will be asked to give a short presentation. These presentations must be between **10 and 15 minutes** and will be done in **groups of 3 students**. The presentations should focus on doing business in a country of your group's choosing. No two groups can present on the same country, so please let me know ASAP after your group has chosen which country to focus on.

In your presentation, you must focus on *doing* business. This means knowing how to take part in business meetings and transactions. **Do not** focus on the history or the economy of the country, and **do not** focus on specific businesses from the country. Instead, focus on the interpersonal aspects and expectations of doing business. For example, you might cover:

- How do people generally greet each other when they first meet in formal situations?
- What are people expected to wear during business meetings?
- What are people called in business settings?
- What are the expectations for making and keeping appointments?
- What are the expectations for taking part in a meeting?
- What topics are appropriate to discuss during business meetings? What topics are not appropriate?
- Are there common practices when doing business (such as gift giving or going to dinner) that are necessary to know?

Other topics are acceptable only if they relate to the social aspects of doing business. Avoid getting off topic on unrelated topics.

All three members of the group should speak in roughly equal time. I suggest determining topics to cover in advance and practicing your presentation to make sure there is no overlap.

### **Learning Objectives**

- To learn about communicating with businesspeople from another country
- To prepare and present a presentation
- To learn tools that make effective presentations
- To reflect on business practices in various countries
- To learn to work as a team with other people

### **Length and Format Requirements**

All presentations must:

- Be between **10 and 15 minutes**
- Include a minimum of **10 slides**. These should be part of a single PowerPoint or other presentation document.

## Grading Criteria

WT4 will be graded on the following:

1. **Coverage of Relevant Information:** The presentation should cover only interpersonal aspects of going business. No information is off topic.
2. **Use of Slides:** Information on the slides is relevant to the presentation and presented in a way that helps the audience understand. Slides are clear and easy to read, contain little text, and include relevant images.
3. **Preparation:** Group members know when to speak and who will cover material. There is no overlap of material covered between different group members.
4. **Poise:** Presenters have clearly prepared for their presentation in advance. Presenters make eye contact with the audience, appear confident, and do not read from a script for the presentation. Presenters are careful of their body language and “ticks.”
5. **Delivery:** Content is clear and easy to follow. Important ideas are simple, clear, and repeated to help the audience understand. Presenters do not speak too quickly.
6. **Content Organization:** The presentation is organized in a reasonable way.
7. **Attention to Assignment:** The presenters respond to all of the requirements above.
8. **Group Evaluations:** Your group’s perception of the work you put into the presentation.
9. **Class Evaluations:** Scores from other class members on the presentation score sheet.

## Due Dates:

WT4 will be done during class time on Weeks 14 & 15.