

## NC GLOBAL DISTINCTION

**Amy Simpson, Surry Community College**

**Region: Latin America**

**Course information and description: BUS 260 - Business Communications**

### **Description of the Course**

This course is designed to develop skills in writing business communications and correspondence. Emphasis is placed on business reports, correspondence and professional presentations. Upon completion, students should be able to communicate effectively in the workplace.

### **Global Learning Outcomes:**

1. Develop global competency skills to participate in an increasingly interconnected global society.
2. Become more aware of diversity through exploring various cultures and geographies.
3. Obtain the ability to explore current world and domestic issues through a multi-perspective lens.
4. Communicate ideas effectively with diverse audiences, bridging geographic, linguistic, ideological and cultural barriers.

### **Description of the Latin America Module**

In this module, students will research and analyze how cultural differences affect business decisions to relocate or expand operations abroad. We will focus on expansion of a company into Latin America. Background information discussions will center on North Carolina's economy in the 1990s – 2000s, specifically the globalization of the textile industry. We will examine the factors involved in the decision to move operations to another country. We will also look at the effects in our local region with the exodus of jobs.

Students will be required to research an assigned Latin American city and to use demographic, economic, and cultural data to prepare a report and presentation. Students will be encouraged to compare and contrast cultural and economic aspects of the host country to our local population.

# Global Activity 1: Gathering Data for International Expansion

## Introduction

U.S. businesses are expanding into foreign markets with manufacturing plants, sales offices, and branches abroad. Many Americans, however, have little knowledge of, or experience with, people from other cultures. This assignment is designed to raise awareness of socio-economic conditions and cultural norms in other countries, factors involved in global expansion, and how American businesses must adapt to transition into the global marketplace. A secondary outcome will be learning to create reports intended for upper level management.

## Assignment

You are a mid-level manager in the Acme Corporation, a local textile manufacturer. Acme is exploring options to expand their manufacturing operations into another country and they have challenged you to find an appropriate location in Latin America.

You will research an assigned Latin American city with regard to demographics, culture, education, labor force availability, transportation, and the overall economic and political environment. With your findings, prepare a report to the Acme Board of Directors. You will provide data about the host country and recommend procedures and policies to make the transition successful. Remember that your company's interests are business oriented; do not dwell on tourist information.

## Assignments per student:

- Group 1 will be expanding to Santiago, Chile.
- Group 2 will be expanding to Colón, Panama.
- Group 3 will be expanding to Arequipa, Peru.
- Group 4 will be expanding to Barranquilla, Colombia.

## Resources

You will focus your research on the resources compiled by our library staff:

<http://library.surry.edu/bus260>.

As you conduct your research, investigate the topics listed on the attached page from our text (found in figure 10.20, Chapter 10) and the keyword list given on the library site. All sources must be cited correctly using APA format (see library website for information).

## Global Activity 2: Individual Presentation

You will present the findings from your research on Acme's expansion into Latin America. You will present as if you are speaking to the board of directors.

The presentation will begin with a summary of the expansion, along with your findings about the cultural differences in the assigned country or state. A PowerPoint presentation of no fewer than five slides is required for the presentation. The PowerPoint should include pictures and graphics but little printed material. Visual aids support the presentation, without becoming the presentation. Material used should include citation references with a Works Cited slide as the last slide.

Presenters may use note cards, but should be familiar with the material and be able to engage with the audience during the presentation. Points will be deducted for reading slides.

# Global Activity 3: Intercultural Communication

## **Introduction**

In our first chapter we discuss diversity in the workplace and examine five common dimensions of culture and how these might affect working relationships. We begin to look at social media and its effect on world events.

## **The Assignment**

Activity 1.13 at the end of Chapter 1 describes common idiomatic expressions. Your task is to explain the phrases to someone from another culture, nationality or ethnicity. You will not simply translate the English to another language, but instead use English to explain what the terms mean.

- a. thinking out of the box
- b. bottleneck
- c. connect the dots
- d. hell on wheels
- e. drop the ball
- f. get your act together
- g. stay the course
- h. in the limelight
- i. low man on the totem pole

# Global Activity 4: TED Talk Video

## **Introduction**

We will discuss unconscious bias and look at examples from our own lives. In this video, the author shares how she has stereotyped another and been victim of stereotyping herself. In this assignment, students will examine their own biases and open their own eyes to how they may be viewed by others.

## **The Assignment**

After viewing the Ted Talk: Chimemda Adiche (link below), create a short opinion or informative essay (5 to 7 paragraphs) describing a misconception you have had when meeting someone for the first time. How was your view eventually changed? What circumstances led to the change in your opinion. For this assignment, please use general terms, do not use real names, and please keep your writing free of explicit or inflammatory language.

[Ted Talk - Chimemda Adiche "The Danger of the Single Story"](#)

# Global Activity 5: Group Assignment - Social Media Effects Report

## **Introduction**

Social media has become an integral factor in world events over the last fifteen years. Our chapter examines how social media's role in acceptable business communication today. We will be looking at appropriate correspondence and proper formatting. This assignment will bring in the added dimension of communication with different cultures and evaluating truth through digital literacy.

## **The Assignment**

In groups, you will research social media's role in an assigned global event. The group report will describe social media's role in the event. Was it present at the beginning? Did social media expand the influence of the movement? The report may also describe misuse of social media by the public, the press, the governments, the military, etc. Hypothesize how things may have been different had there been no social media exposure.

According to Digital Strategy Glossary of Key Terms, digital literacy is "the ability to use digital technology, communication tools or networks to locate, evaluate, use and create information." We all know how to find information in the digital world, but our ability to evaluate the information found there is key to digital literacy.

You will be expected to find reputable sources in your research, then cross reference the information found to determine if the same information can be found in other sources. Are the facts the same? Can you discern media bias? Are you able to determine the validity of the different resources? The reports will be evaluated not only on the quality of the reporting, but on the thoroughness of the group's research.

## **Groups/Events**

Group 1: 2011 Japan Earthquake and Tsunami

Group 2: Arab Spring

Group 3: Brexit Vote

Group 4: #YoSoy132 Mexico

Group 5: Women's Rights in Saudi Arabia

## Global Activity 6: Group Presentation

As a group, you will present the findings from your research on social media's impact on recent events. The presentations will be in class on February 7. Each member must participate substantially towards the presentation.

The presentation will begin with a summary of the event along with your findings about social media's role. A PowerPoint presentation of no fewer than five slides is required for the presentation. The PowerPoint should include pictures and graphics but little printed material. Visual aids support the presentation, without becoming the presentation. Material used should include citation references with a Works Cited slide as the last slide.

Group members may use note cards, but should be familiar with the material and be able to engage with the audience during the presentation. Points will be deducted for reading slides. Each group member will be evaluated independently for this assignment; however, one team member should submit the PowerPoint presentation at this link.