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| **Assessment 1 of 2** | | |
| To be administered by the Trainer/Assessor after the completion of all formal information presentation | | |
| **Course and Code:** | **BSB50815 Diploma of International Business** | |
| **Unit/s of Competency:** | **BSBREL502 Build international business networks** | |
| **\*Student Name:** | **Alan Buchalla** | |
| **Assessment Type:** | **Case Study, Assignment, Report, Role-play** | |
| **\*Student No:** | **1460** | **Your Submission date will be what is shown in ACCIT Moodle after it is submitted for grading. (Not the draft submission date).** |
| **\*Assessor Name:** | **Mirko** | |

**\* This fields are required to be filled**

**All questions must be answered. To answer the questions, use this document.**

**Assessment 1 – BSBREL502 Build international business networks**

Please complete this assessment and submit for marking. This forms part of your assessment for BSBREL502 Build international business networks.

**The following documents are related to this unit.**

* BSBREL502 Unit of Competency
* BSBREL502 Learner Guide
* BSBREL502 PowerPoint presentation
* Additional research may also be required

**Word count**

In this assessment some of the questions include a word count. This is a guideline only, but your answers should not vary substantially (i.e. +/- 10%) from the word count provided. Microsoft Word includes a word count tool.

**Reasonable Adjustment**

Whilst reasonable adjustments can be made in terms of the way in which evidence of performance is gathered, the evidence criteria for making competent/not yet competent decisions (and/or awarding grades) cannot be altered in any way. That is, the standards expected are the same irrespective of the group and/or individual being assessed; otherwise comparability of standards will be compromised. Please consult your trainer or the Director of Studies if you have any questions or special needs.

**Instructions to the Student**

Please read all the information given to you before you start this assessment. If you do not understand some or all the questions, please discuss them with your trainer/ trainer. Answer all questions in your own words. The questions are designed to assess your understanding of the unit as well as your underpinning knowledge. Please follow the below mentioned instructions before starting the assessment.

* This is not a group assessment. Submit the assessment individually unless instructed otherwise.
* Submitted documents must have the following criteria. Font must be Times New Roman, Font Size needs to be 12, line spacing must be Single line.

**Assessment Requirements**

Students must answer all questions and demonstrate all required skills to a satisfactory standard. If you do not answer some questions, and are therefore deemed to be Not Yet Satisfactory, your trainer/ trainer may ask you supplementary questions to determine your competence. Should you still be deemed Not Yet Satisfactory, you will have the opportunity to undertake a supplementary assessment or appeal the result.

This assessment is intended to be equitable, fair and just. If you feel that the college should change any aspect of this assessment to be fair, equitable or just, immediately contact your trainer who will attempt to make alterative arrangements.

**Submission details**

* When you are ready to submit your assessments, upload the files in ACCIT Moodle, either by dragging and dropping your assessment into the space provided or browsing the files on your computer.
* Upload this assessment online in ACCIT Moodle once you have completed your assessment with all required evidence attached.
* It is important that you keep a copy of all electronic assessments submitted to ACCIT Moodle.

**Note:** Please submit all assessment components in one file, or with as few attachments and separate documents as possible; i.e. do not include templates or emails in separate documents – place them all in the one document.

**Performance objective**

The students need to understand how to develop and maintain appropriate international business networks, reflect social and cultural awareness in developing and maintaining international business networks, review own participation in international business networks.

**Assessment description**

This assessment provides a case study on how to build international business networks.

To complete this assessment successfully answer the questions in as much detail as possible. You also need to perform the role-play activity with your trainer.

**Case Study**

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| **TruWines in South Africa**  People toasting wine at party medium shot Free PhotoTruWines wine makers are located in the Hunter Valley and Orange regions of Australia. They are one of the largest organic wine manufacturers in Australia. They have been exporting wines globally for the past 10 years.  The Director of Marketing has identified that there is an opportunity to introduce their products to South Africa. You are the International Business Networking Manager of TruWines in South Africa.  **TruWines SA’s Protocol and Convention for International Business Networking and seeking support from international business members:**   * Be polite and professional. * Your personal communication style must show empathy and respect to South African’s opinions, values and needs. * Respect the local customs and etiquette. * Do not use offensive gestures, words, symbols and concepts. * Pay attention to the cultural sensitivity. * South Africans are often reluctant to deal with people they haven’t already met. Seek to obtain introductions from a mutual contact in order to begin a business relationship. * It is advisable to obtain letters of introduction if you have done business with mutual contacts of the company or business person you wish to entreaty. * A first business meeting should be more about getting to know one another than a strict discussion of business matters. South Africans are more likely to do business with expats if they like and trust you as a person. * Almost everything is shut down during mid-December to mid-January as well as during the week of Easter and most Jewish holidays. Be sure to plan your meetings outside of the periods. * Office hours are similar to those in Western countries and most South African business people do not work on weekends. Exceptions are bank employees and government workers as banks and government offices are often open in the mornings for a half a day on Saturdays. * Appropriate business attire includes suits and ties. Shirts are usually light in colour. If you are not wearing a jacket, be sure to wear a long sleeved-shirt. If you are invited to dinner at someone’s home, a dinner jacket is usually expected. It is preferable for women to wear dresses and skirts rather than pantsuits and the former should not be sleeveless, too tight, or very short. Remember that winter is between June and August, so plan to dress somewhat more warmly in these months. * Most South Africans speak English as a second language and it is not expected that you translate documents or materials into any of the African languages. * Never raise your voice and always keep a mild tone when conversing. As elsewhere, it is considered rude to interrupt a speaker. When speaking with female associates, do not use the term “miss” if you do not know the woman’s actual marital status; doing so may offend her. * South Africans are very friendly and may express affection openly. You may find an associate slap you on the back, shakes your hand, or even holds your hand in a sign of friendship. * It is advisable to offer small gifts to associates, and when invited to a home for dinner, always bring a gift of chocolate, good wine, or something similar. * It is important to always show respect to elders, even if they are not part of the company. Elders are considered wise and deserving of respect; those who disrespect them are considered undesirable business partners. * It is considered rude to point your index finger at anyone, and the 'V' for victory sign is considered lewd. Never have a conversation with anyone while keeping your hands in your pockets. * Be sure to make constant eye contact and nod often to indicate you agree with those you are conversing with. It is important to appear to be a good listener. |

**Question 1**

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| **Objectives** | * **Allocate time to build and maintain international business networks** * **Identify opportunities for contact with international business people including: government, industry and professional associations, trade fairs, conferences, professional development activities, informal and formal networks** * **Plan, organise and implement tasks to achieve networking objectives, changing plans when necessary** * **Systematically gather and analyse all relevant information and evaluating options in order to determine effectiveness of information sources, communication methods and participation in networks** * **Use digital tools to gather, store, access or share information** |
| 1. Research and list five possible opportunities for networking. | |
| * Allocate time to build and maintain international business networks * Identify opportunities to build international business networks * Use participation in international and Australian business associations, trade fairs, conferences and professional development activities to establish and maintain a network of support for the business and to enhance personal knowledge of international markets * Identify and maximise opportunities to make face-to-face contact with overseas business associates and international business network members * Establish communication channels to exchange information and ideas with international business network members * Provide input to the network and seek and verify feedback | |
| 1. Elaborate in your own words five suggestions with allocating time to business networking. (*within 50-70 words*) | |
| * stay aware of important events in the industry * identify business opportunities * stay ahead of market changes * get the best deals * enhance its reputation, innovate and | |

**Question 2**

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| **Objectives** | * **Identify opportunities to build international business networks** * **Identify opportunities for contact with international business people including: government, industry and professional associations, trade fairs, conferences, professional development activities, informal and formal networks** * **Maximise opportunities for contact and exchange of business-related information with network members and note the business and interpersonal outcomes** |
| 1. List five methods of identifying networking opportunities. | |
| ➢ Networking search engines / websites o www.meetup.com o BNI Global o regional / local sites  ➢ Connecting with relevant organisations, for example: o following trade associations etc. through social media o signing up for newsletters of relevant organisations ➢ Industry journals / publications / blogs  ➢ Internet research  ➢ Through membership to relevant bodies, e.g. local business groups, trade associations, etc.  ➢ Exploratory phone calls / emails, etc. | |
| 1. List five potential persons of interest when networking. | |
| * ➢ Those with similar objectives (with the prospect of future collaboration) * ➢ Suppliers * ➢ Distributers * ➢ Industry experts * ➢ Potential investors * ➢ Potential buyers. | |

**Question 3**

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| **Objectives** | * **Use participation in international and Australian business associations, trade fairs, conferences and professional development activities to establish and maintain a network of support for the business and to enhance personal knowledge of international markets** * **Plan, organise and implement tasks to achieve networking objectives, changing plans when necessary** * **Systematically gather and analyse all relevant information and evaluating options in order to determine effectiveness of information sources, communication methods and participation in networks** * **Use digital tools to gather, store, access or share information** * **Give examples of existing international business networks and explaining their potential value to the organisation** |
| 1. Describe each of the following:  * Operational networking * Personal networking * Strategic networking   (*within 80-100 words for each*) | |
| |  | | --- | | Operational networking | | Operational networks are those which are established in order to keep the business running and may include colleagues, suppliers and distributers, for example. These networks are often formed out of necessity and a person’s connection to others in the operational network may be limited by their own role within the network. Maintaining contact with others within the operational network can be useful for ensuring that immediate work tasks are completed, but the operational network tends to be short-sighted and to lack the innovation that may be found in other types of business networks | | Personal networking | | Personal networking is the type of networking that allows an individual to enhance their own knowledge and personal support group. This type of networking may be conducted through communities such as trade associations, clubs, alumni groups and other societies which connect people through some form of common ground. These groups can exist both within and externally to an organisation, which can allow an individual who participates in these groups to expand their own perspective, increase their knowledge and broaden their horizons. This type of networking is useful for personal development and innovation processes and although it may be considered an inefficient use of time due to having little relation to immediate business tasks, it can be incredibly useful in the long-run as it encourages individuals to expand their circles and to expose themselves to new information and ideas beyond their usual conversations and operational networks. These kind of networks can also be useful for initiating those word-of-mouth references which can help a business grow. | | Strategic networking | | The final type of networking is strategic networking. This type of networking looks to the long-term objectives of the organisation and aims to find support from others to achieve these goals. This type of network is about action and about strengthening the organisation’s position in the industry and empowering it with information, support and the ability to adapt. Members of this type of network group are largely external to the organisation, but provide important functions. They may be suppliers, distributers or industry leaders that can help support your organisation in new ventures or through market changes. They can provide insight, direction and alliances in the business world. | | |
| 1. What are some of the things that may be required to maintain a network of support? Mention at least three and discuss briefly. (*within 80 - 100 words*) | |
| * ➢ Helping other organisations/business professionals achieve their objectives using your skills, knowledge, time and/or resources in the knowledge that the favour may be returned in the future; following-through on promises * ➢ Maintaining contact with the business network o business meetings / email correspondence / social occasions with the operational network o continued participation in personal networking events o scheduling time for face-to-face meetings with members of the strategic network * ➢ General transparency and provision of updates through group emails / newsletters / social media, etc. * ➢ Following-up after initial introductions. | |
| You have been asked along with your team members to research Australian business associations that can support the company’s expansion internationally and international business networks in South Africa that TruWines can participate in. What could be their potential value to the organisation?  (*Research at least 2 networks for both domestic and international markets and report within 150 - 200 words*) | |
| Groups within South Africa tend to live side-by-side rather than integrate. For Australians, not aware of the influence of ‘Apartheid’ on South African society, this may come as a surprise.  Appointments are necessary in South African business life. Regardless of their cultural background, most South Africans prefer a face-to-face encounter to a telephone call or email contact. Business meetings can be rather informal, but with government officials they may be more formal. Punctuality is valued and meetings will usually start with shaking hands, exchanging business cards and establishing rapport. Gift giving in a business context is not a common occurrence in South Africa.  Business attire is the same as in Australia with traditional African fabrics and designs featuring particularly at social events.  It is important to be aware that deadlines are often flexible and it is recommended that due dates are clearly stated when negotiating contracts to ensure commitments are delivered on time. Government, business and trade [The Australian Business Chamber of Commerce](http://www.abcsafrica.org/) (Southern Africa) [The Department of International Relations and Cooperation](http://www.dirco.gov.za/) [The Department of Trade and Industry](http://www.thedti.gov.za/) [International Trade Administration Commission of South Africa](http://www.itac.org.za/) [The Presidency](http://www.presidency.gov.za/) [South African Chamber of Commerce and Industry](http://www.sacci.org.za/) [The South African Government Online](http://www.gov.za/) [South African Revenue Service](http://www.sars.gov.za/) | |

**Question 4**

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| **Objectives** | * **Identify and maximise opportunities to make face‑to‑face contact with overseas business associates and international business network members** * **Participate in verbal exchanges of ideas with a range of audiences using appropriate structure and language** * **Use questioning and active listening to request feedback or to clarify or confirm understanding** * **Establish and use appropriate conventions and protocols when communicating with diverse network members** * **Adapt personal communication style to show empathy and respect for the opinions, values and particular needs of others** * **Implement strategies to build rapport and foster strong relationships** |
| 1. List and summarise four methods of identifying opportunities for face to face contact with overseas business associates and international business network members. (*within 60 - 80 words*) | |
| * ➢ Following the social media / blogs / articles, etc. of persons of interest to know which events they will be attending * ➢ Internet research * ➢ Reading the programs of upcoming networking events to identify the guest list / key speakers / other attendees * ➢ Contacting the individual / PA or office of individual to ask about opportunities to meet them | |
| 1. Do a role-play with your trainer. Both will act as international business network members. Together, decide on the purpose of the meeting. | |
| **No need to write any answer here. You need to perform the role-play activity with your trainer.** | |

**Question 5**

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| **Objectives** | * **Establish communication channels to exchange information and ideas with international business network members** * **Plan, organise and implement tasks to achieve networking objectives, changing plans when necessary** * **Systematically gather and analyse all relevant information and evaluating options in order to determine effectiveness of information sources, communication methods and participation in networks** * **Explain the principles of communication theory with reference to cross‑cultural communication** |
| 1. What is the communication theory and how might it relate to international networking? *(within 100-150 words)* | |
| Communication theory is the concept that communication is essential and that communication can be achieved in a diverse number of ways – not only through speech. For example, you might know that somebody is angry with you because they don’t speak to you for several days or present a particular set of body language. Similarly, you might know that your bike is in need of care when rust begins to appear. Additionally, communication theory tackles the way we communicate and its impact and effect. It theorises how communication processes function and their end result. In short, the way we communicate is how we express our needs, intentions, expectations and attitudes and learning to interpret these communications can help us to move forward. In the context of business and business networks, trialling different methods of communication and learning how to perceive communication from others can help us to move business forwards. | |
| 1. What are some of the things you may need to consider when choosing communication channels for your networking contacts? *(within 80-100 words)* | |
| Establishing strong and clear communication channels is important for ensuring that communications are effectively made and that messages do not become confused or misleading during transmission. Channels of communication may be direct or indirect and utilise a range of media in order to send and receive messages. Additionally, the type of communication channel employed may differ depending on the type of business contact. For example, a member of the operational network, such as a member of staff in the accounting department, may use intra-organisational communication channels, such as email and organisational IM systems. However, for a contact outside of the operational network or external to the organisation, these channels are not available.  Communication channels may include: ➢ Email ➢ Phone ➢ Skype ➢ Newsletter ➢ Blog ➢ Social media ➢ Letter ➢ Face to face communication. | |

**Question 6**

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| **Objectives** | * **Provide input to the network and seek and verify feedback** * **Contribute to international business contacts and networks that support the organisation and develop own knowledge of international markets** * **Interpret, analyse and evaluate complex information in texts to identify ways to build and maintain networks** * **Outline the legislative and regulatory context relevant to international business networks** * **Explain the principles of communication theory with reference to cross cultural communication** * **Outline aspects of organisational policies, procedures and processes that are relevant to participation in networks** |
| 1. How might you give support to a business network? *(within 30-50 words)* | |
| Providing input into a network of business professionals can involve giving support as well as receiving. This may involve:  ➢ Sharing the benefit of your skills and knowledge ➢ Making referrals between contacts, acting as an intermediary ➢ Act as a resource for others ➢ Contributing to discussions in chatrooms/forums, etc. | |
| 1. Please refer to the case study provided to know TruWines’s protocol and convention for international business networking and seeking support from international network business members in South Africa. Are there any other regulations that may apply as per your suggestion? If yes, what are they?   *(within 100-120 words)* | |
| Yes. Once your business network is established, it may be used to seek support from other business professionals, such as submitting questions to forums or sending email enquiries. Seeking support may involve: ➢ Asking for referrals or personal introductions from those with connections to desired business contacts ➢ Offering an exchange of information ➢ Making enquiries about industry topics ➢ Seeking the best deals for suppliers and distributors, etc.  When seeking support from others, it is important to observe all proper protocol and convention and to act according to the rules of business etiquette. Be polite and professional and willing to adapt your persona communication style in order to show empathy and respect for the opinions, values and particular needs of others. | |
| 1. It has come to your attention that there is an important event related to wine industry in South Africa taking place next month. How will you verify this information? *(within 20-40 words)* | |
| Verifying the feedback you receive from business contacts can prevent you from acting on misinformation. Another person may themselves be misinformed, for example, and it is important to be aware that others’ knowledge may be flawed. Cross-referencing information received with another source, therefore, can help you to ensure that any information you receive is accurate | |

**Question 7**

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| **Objectives** | * **Identify sources of information relating to social and cultural awareness for specific cultural groups within current and prospective network membership** * **Analyse information from a range of sources to identify the cultural and social norms of current and prospective network members** * **Reflect social and cultural awareness in relationships and communications with network members** * **Outline internal and external sources of information that can inform an understanding of diverse social and cultural groups** * **Explain the principles of communication theory with reference to cross‑cultural communication** |
| 1. Give an example of how cultural and social differences can affect international business success. *(within 40-60 words)* | |
| Social and cultural awareness is essential in the conduct of international business. Without this knowledge, continuing to observe business etiquette is considerably more difficult to do, as the cultural and social norms of other countries and other cultures may differ significantly from your own.  Social and cultural awareness may involve knowledge of: ➢ Religion ➢ Language ➢ Customs ➢ Conventions ➢ Symbols ➢ Superstition ➢ Values. | |
| 1. Give examples of some considerations of cross-cultural communication between you and a South African employee in the office. *(within 80-100 words)* | |
| * Never raise your voice and always keep a mild tone when conversing. As elsewhere, it is considered rude to interrupt a speaker. When speaking with female associates, do not use the term “miss” if you do not know the woman’s actual marital status; doing so may offend her. * South Africans are very friendly and may express affection openly. You may find an associate slap you on the back, shakes your hand, or even holds your hand in a sign of friendship. * It is advisable to offer small gifts to associates, and when invited to a home for dinner, always bring a gift of chocolate, good wine, or something similar. * It is considered rude to point your index finger at anyone, and the 'V' for victory sign is considered lewd. Never have a conversation with anyone while keeping your hands in your pockets. * Be sure to make constant eye contact and nod often to indicate you agree with those you are conversing with. It is important to appear to be a good listener | |
| 1. Which members of the business network may be sources of information in regard to cross cultural communication in South Africa? *(within 30-50 words)* | |
| ➢ Business professionals native to the country/countries ➢ Business professionals who have previously done business in the country/countries ➢ Communications managers ➢ Linguists, etc. Additionally, members of the network group who have conducted business abroad before may be able to direct you to cross-cultural training services and resources in order to educate yourself about cultural norms in other countries and to provide appropriate training to others. | |

**Question 8**

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| **Objectives** | * **Analyse and taking note on sources of information relating to social and cultural awareness for specific cultural groups within current and prospective network membership using available information sources** * **Analyse information from a range of sources to identify the cultural and social norms of current and prospective network members** * **Establish and use appropriate conventions and protocols when communicating with diverse network members** * **Adapt personal communication style to show empathy and respect for the opinions, values and particular needs of others** * **Implement strategies to build rapport and foster strong relationships** * **Plan, organise and implement tasks to achieve networking objectives, changing plans when necessary** * **Systematically gather and analyse all relevant information and evaluating options in order to determine effectiveness of information sources, communication methods and participation in networks** * **Use digital tools to gather, store, access or share information** * **Outline internal and external sources of information that can inform an understanding of diverse social and cultural groups** |
| 1. What may be some of your considerations when analysing and noting sources of information relating to social and cultural awareness for specific cultural groups? List five considerations. | |
| * ➢ Reliability and authenticity * ➢ Whether they are current and up-to-date * ➢ Cost * ➢ Ease of access * ➢ Quality | |
| 1. TruWines is expanding into South Africa. Research any groups that may be suitable for prospective membership in order to increase your knowledge of this specific cultural group. Attach the results of your research to the assessment.   *(within 100-150 words)* | |
| Please see below some groups that may be suitable for prospective membership in order to increase your knowledge of this specific cultural group:Stellenbosch Wine Routes - One of the biggest tourist attractions in the Western Cape. They represent more than 200 wine and grape producers within the boundaries of the Stellenbosch Wine of Origin classification. The Greek philosopher Plato remarked : ‘Nothing more excellent or valuable than wine has even been granted by the gods to man’  1. Top Wine SA - is your go-to site for South Africa’s [**top-rated**](https://www.topwinesa.com/top-sa-wines-and-cellars/top-sa-wine-ratings/) wines and their prices, the top SA wine [**events**](https://www.topwinesa.com/top-sa-wine-events-calendar/) calendar, wine route [**tips**](https://www.topwinesa.com/sa-wine-route-pointers/) and wine news [**headlines**](https://www.topwinesa.com/). Home of the SA Wine & Cellar [**Classifications**](https://www.topwinesa.com/top-sa-wines-and-cellars/sa-wine-classification/) and the Top Wine SA [**Hall of Fame**](https://www.topwinesa.com/top-sa-wines-and-cellars/hall-of-fame/), keeping tabs on the best track records of the country’s leading wines as judged by the top [**panels**](https://www.topwinesa.com/top-sa-wines-and-cellars/top-panels-judges/) locally and internationally. 2. The Visit Winelands digital platforms - were created by [Vinpro](https://vinpro.co.za/), representative body for the South African wine industry, to provide visitors with a comprehensive guide for exploring South Africa's winelands. Our team works closely with the managers of eighteen of our wine routes to create exclusive content that draws on their inside knowledge of each region. The guest writers for our blog write on the topics that they are passionate about whether that is winemaking and wine styles, farm stays, family-friendly winery experiences or soft adventure in the winelands. Our resident photographer Estee gleefully travels hundreds of kilometres to bring the beauty, and people, of the winelands to our site.   <http://www.wineroute.co.za/calendar/>  <https://topwinesa.com/top-sa-wine-events-calendar/>  <https://www.visitwinelands.co.za/blog/2020/diarize-the-main-wine-festivals-coming-in-2019-now>  <https://www.sa-wine-farms.co.za/portal/events>  <https://insideguide.co.za/cape-town/best-festivals/> | |

**Question 9**

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| **Objectives** | * **Use communication styles more appropriate to specific cultural groups in relating to individuals and groups within the network** * **Analyse information from a range of sources to identify the cultural and social norms of current and prospective network members** * **Interpret, analyse and evaluate complex information in texts to identify ways to build and maintain networks** * **Develop a range of texts relating to network management using vocabulary, grammatical structures and conventions appropriate to the context and target audience** * **Record details of appropriate information sources for future reference** * **Outline internal and external sources of information that can inform an understanding of diverse social and cultural groups** |
| 1. Explain high and low context cultures and their features.   *(within 100-120 words for each)* | |
| |  | | --- | | **High context culture and its example** | | High context cultures In high context cultures, there are a lot of unspoken rules and much information is conveyed nonverbally, such as through gestures and facial features. These cultures are collectivist and value interpersonal relationships and people working together. Information is implied or knowledge assumed, rather than information directly provided. In these cultures, there is the sense of inner and outer circles, whereby those on the inside share knowledge, whereas those on the outside know little. Face-to-face interaction is valued and relied upon more greatly than written and formal communications. High context cultures tend to gravitate towards long-term business relationships and relationships are more important than tasks.  High context cultures include: ➢ Middle East ➢ Asia ➢ Africa ➢ South America | | **Low context culture and its example** | | Low context cultures On the other hand, in low context cultures, rules and conventions matter. Directions and information are shared clearly in spoken and written form and much information is publicly accessible. These cultures are individualistic, whereby people’s primary focus is on achieving their own objectives. Communications are task-centred, which means business relationships tend to be short-term and business outcomes are of a greater priority than who achieves them.  Low context cultures include: ➢ North America ➢ Western Europe. | | |
| 1. Research and compile a profile of South Africa with the accent being on the conventions and protocols used to conduct business. Use different sources to gather the needed information and prepare a report. *(within 150-200 words)* | |
| **Doing business - South Africa****Current business situation** South Africa is considered the gateway into Africa thanks to its comparatively superior infrastructure, transport, telecommunications and highly developed financial and banking system. South Africa’s economy was built on the discovery of gold, minerals and base metals for export and the service industry is contributing an increasing amount to the country’s gross domestic product (GDP).  Well known for its dominance in minerals and agricultural products, South Africa has transformed into a sophisticated manufacturing and service based economy. The services industry comprises about two thirds of the country’s GDP while the mining and agricultural sectors now contribute around six per cent to GDP.  The telecommunication sector has shown excellent growth in the country and continues to grow as South African mobile operators expand their operations into Africa.  The South African Government has prioritised labour law reforms in its 20 year National Development Plan, which may create opportunities for business in the medium term. This will open the way for education providers at various levels to address the need for skilled labour in order to reduce unemployment and grow the economy.  South Africa is part of the Southern Africa Development Community (SADC).  The population of around 50 million has a median age of 25 years and the working age population is set to grow significantly over the next decade. The population is culturally and ethnically diverse and divided into four broad racial groupings:   1. Black African (over 70 per cent) 2. White (Afrikaner or of British descent) 3. Coloured (people of mixed ethnic origin from Europe, Asia and various Southern African tribes) 4. Indian.   South Africa is a collectivist culture and high priority is given to extended family or other community interests. It is acceptable and commonplace in South Africa to refer to groups of people by their race (i.e. ‘black’, ‘white’ and ‘coloured’).  There are 11 official languages recognised by the Constitution, while English is the language of business, it is the second language to most South Africans. **Business culture**Business tips Groups within South Africa tend to live side-by-side rather than integrate. For Australians, not aware of the influence of ‘Apartheid’ on South African society, this may come as a surprise.  Appointments are necessary in South African business life. Regardless of their cultural background, most South Africans prefer a face-to-face encounter to a telephone call or email contact. Business meetings can be rather informal, but with government officials they may be more formal. Punctuality is valued and meetings will usually start with shaking hands, exchanging business cards and establishing rapport. Gift giving in a business context is not a common occurrence in South Africa.  Security in areas of South Africa must be taken seriously and visitors should remain vigilant at all times, as there are a significant number of crimes involving weapons. Visitors should check arrangements for visiting buildings and parking, as some areas can be unsafe. All government departments and many companies require visitors to pass through a metal detector and sign in and out to gain access to buildings, time should be allocated for these security procedures. All transport arrangements should be organised in advance and identification carried at all times. The company being visited may ask for the car registration numbers to aid identification and facilitate entry.  Business attire is the same as in Australia with traditional African fabrics and designs featuring particularly at social events.  It is important to be aware that deadlines are often flexible and it is recommended that due dates are clearly stated when negotiating contracts to ensure commitments are delivered on time.  Decision making is often centralised and organisation structures tend to be hierarchical, it is advisable to meet with the South African business representative who will be the decision maker. **Setting up in South Africa** Starting a business is relatively easy after the introduction of the new company law, which eliminated the requirement to reserve a company name and simplified the incorporation documents. The new Companies Act 2008 of South Africa requires the Notice of Incorporation and the Memorandum of Incorporation must be lodged at the [Companies and Intellectual Property Commission](http://www.cipc.co.za/) (CIPC) upon registration.  Businesses with annual taxable income of more than ZAR 1 000 000 need to register for VAT. CIPC and the South African Revenue Service (SARS) are linked electronically and once a company is incorporated, the relevant South African Revenue Service office is advised and an income tax number is allocated.  Broad Based Black Economic Empowerment (BBBEE) requires locally registered companies to comply with the economic empowerment of previously disadvantaged South Africans and aims to increase their participation in the economy. BBBEE sets guidelines and targets for companies to engage people who previously did not have equal opportunities in business through increased ownership, management, procurement and development.  Australian companies are advised to use financial or legal advisory firms to facilitate setting up a representative office or registering their business in South Africa. The Australian Trade and Investment Commission’s office in Johannesburg can provide you with a list of suitable financial or legal advisory firms. **Banking and finance** The banking system is highly developed with first world standards, comprising 22 registered banking institutions, 43 local representative and 14 local branches of foreign banks.  In urban areas there is no shortage of banks, bureau de change, automatic tellers and major credit cards are accepted with a strong preference for VISA and MasterCard. Card systems CIRRUS and NYCE are used for both credit and debit cards, the latter being the preferred option.  In small towns only cash may be accepted.  The Johannesburg Stock Exchange is the largest on the continent. **Links and resources**Government, business and trade [The Australian Business Chamber of Commerce](http://www.abcsafrica.org/) (Southern Africa) [The Department of International Relations and Cooperation](http://www.dirco.gov.za/) [The Department of Trade and Industry](http://www.thedti.gov.za/) [International Trade Administration Commission of South Africa](http://www.itac.org.za/) [The Presidency](http://www.presidency.gov.za/) [South African Chamber of Commerce and Industry](http://www.sacci.org.za/) [The South African Government Online](http://www.gov.za/) [South African Revenue Service](http://www.sars.gov.za/) | |

**Question 10**

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| **Objectives** | * **Review the quality of communication and relationships with network members on a regular basis to determine effectiveness of communication styles and interactions** * **Review participation in networks including: the value of business and interpersonal outcomes, other benefits, costs, quality and effectiveness of personal communication styles and interactions** * **Establish and use appropriate conventions and protocols when communicating with diverse network members** * **Adapt personal communication style to show empathy and respect for the opinions, values and particular needs of others** * **Implement strategies to build rapport and foster strong relationships** |
| 1. What may cause difficulties in international communication? *(within 40-60 words)* | |
| An international communications strategy is an organisation’s outlining of procedure and policy for handling any linguistic or cultural problems that may arise during the conduct of international business. It may also describe any services that are used (e.g. translation/interpretation) and training that is given. Review of the quality of communication and relationships with network members on a regular basis can help to determine whether this communications strategy, and the communication styles and interactions used are effective for business purposes and conducive to building international business relationships. Quality communication will: ➢ Be free of error and misunderstanding, or errors and misunderstandings are quickly identified and resolved ➢ Enable each member of the network to fulfil the responsibilities of their role ➢ Foster strong relationships, trust and rapport ➢ Facilitate mutually beneficial exchanges | |

**Question 11**

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| **Objectives** | * **Estimate and document costs of own participation in international business networks** * **Identify opportunities for contact with international business people including: government, industry and professional associations, trade fairs, conferences, professional development activities, informal and formal networks** * **Review participation in networks including: the value of business and interpersonal outcomes, other benefits, costs, quality and effectiveness of personal communication styles and interactions** * **Interpret, analyse and evaluate complex information in texts to identify ways to build and maintain networks** * **Use a limited range of mathematical calculations to calculate and reconcile amounts and evaluates and compares numerical information** * **Plan, organise and implement tasks to achieve networking objectives, changing plans when necessary** * **Systematically gather and analyse all relevant information and evaluating options in order to determine effectiveness of information sources, communication methods and participation in networks** * **Use digital tools to gather, store, access or share information** |
| 1. What should be considered when estimating costs of participation in international business networks? List at least five points. | |
| * ➢ Investment of time / working hours * ➢ Membership costs * ➢ Travel / accommodation costs * ➢ Follow-up * ➢ Frequency * ➢ Attendance costs / entrance fees * ➢ Entertaining costs (e.g. taking a prospective investor to dinner) | |
| 1. Research an upcoming networking event in South Africa related to Wine industry.   For your reference you can go through the below links –  <http://www.wineroute.co.za/calendar/>  <https://topwinesa.com/top-sa-wine-events-calendar/>  <https://www.visitwinelands.co.za/blog/2020/diarize-the-main-wine-festivals-coming-in-2019-now>  <https://www.sa-wine-farms.co.za/portal/events>  <https://insideguide.co.za/cape-town/best-festivals/>  Estimate the cost of participating in one event. What potential value is there in participating in this event? *(within 60-80 words)* | |
| So, for example, imagine that you are planning on attending a conference in another city. Your estimates for costing may be as follows: Chargeable hours: $450 ($30 per hour x 15 hours) Travel and accommodation: $200 Follow-up costs: $50 Entrance fee: $30 Total: $730  These costs would need to be taken into account when an individual considers whether participation in a networking event is cost-effective.  Records of participation in international business should be kept in order for cost-effectiveness to be assessed. This can assist project managers and other business leaders to determine which types of networking are most valuable to the company and how budget should be allocated for the purpose of networking | |

**Question 12**

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| **Objectives** | * **Quantify and document the value of outcomes derived from participation in international business networks** * **Review participation in networks including: the value of business and interpersonal outcomes, other benefits, costs, quality and effectiveness of personal communication styles and interactions** * **Use a limited range of mathematical calculations to calculate and reconcile amounts and evaluates and compares numerical information** |
| 1. Which KPIs may be used to measure the outcomes of international networking?   *(within 30-50 words)* | |
| ➢ Number of contacts obtained  ➢ Number of enquiries received from attendants at the networking event after the event  ➢ Business received through networking event | |
| 1. What is a ‘full cycle’ and how can it be used to measure networking outcomes? *(within 100-120 words)* | |
| ‘Full cycle’ is a term used to refer to a business objective being achieved through networking. If an objective was to take on three new clients, for example, and this was achieved, this would count as one full cycle. Counting the number of full cycles achieved during and after a networking event is one means of quantifying network success. Monetary values may also be assigned to these full cycles, which can be used to calculate a monetary ROI. So, for example, if an organisation’s networking objective is to make four sales, and it achieves this, the profit of the networking event can easily be calculated.  For example: ➢ Cost of networking event: $100 (including chargeable hours) ➢ Value of four sales: $400 ➢ ROI: $300. | |

**Question 13**

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| **Objectives** | * **Analyse the value of outcomes derived from participation in international business networks in comparison to costs of participation** * **Review participation in networks including: the value of business and interpersonal outcomes, other benefits, costs, quality and effectiveness of personal communication styles and interactions** * **Plan, organise and implement tasks to achieve networking objectives, changing plans when necessary** * **Systematically gather and analyse all relevant information and evaluating options in order to determine effectiveness of information sources, communication methods and participation in networks** |
| 1. Which positive non-monetary outcomes may be achieved through international networking? *(within 40-60 words)* | |
| Calculating the ROI or value of outcomes of networking can be difficult to do, as the results of networking efforts are often not numerical. Additionally, the positive outcomes of networking efforts are not always immediate, such as when a new business contact is established, but doesn’t play a significant role in business processes until a future business venture. Values may be monetary, but other positive outcomes may include establishing new business relationships that may come to fruition at a later date, the enhancing of personal skills and knowledge or increasing the organisation’s visibility, which may bear greater results at a later date. | |

**Question 14**

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| **Objectives** | * **Ensure that decisions are made and implemented to increase, maintain or decrease participation in networking activity as a result of review process** * **Recommend whether to maintain, increase or decrease participation in networks and follow through to ensure decisions are made** * **Plan, organise and implement tasks to achieve networking objectives, changing plans when necessary** * **Systematically gather and analyse all relevant information and evaluates options in order to determine effectiveness of information sources, communication methods and participation in networks** |
| 1. What could be the reason for wanting to increase, decrease or maintain network events participation? How can each of these be accomplished?   *(within 100-150 words)* | |
| Networking efforts may be increased due to the measurable results of current networking efforts showing positive outcomes. This may involve: ➢ Increasing the frequency of participation at networking events ➢ Increasing the range and breadth of networking efforts. Implementing an increase in networking events may require ensuring sufficient budget allocation, ensuring staff are trained to participate in networking events and that time is scheduled for participation in networking. Maintaining participation Maintaining participation may be a good option when the current outcomes of networking efforts are satisfactory and a balance has been found between an investment of time and money in networking efforts and measurable results. In order for current levels of networking participation to be maintained, a continuance of the allowance of budget and schedule for networking must be ensured. Decreasing participation A decrease in networking participation may be determined as the best course of action when the value of the outcomes of networking efforts is deemed insufficient or is not cost-effective to the organisation. A decrease in networking efforts may require reallocation of budget and rescheduling of time. Other methods of networking and increasing visibility may be promoted, such as online networking or the use of social media. | |

**Observation Checklist to be completed in ACCIT Moodle**

|  |  |  |  |
| --- | --- | --- | --- |
| **Student’s name** |  | | |
| **Assessor’s name** |  | | |
| **Unit of Competence**  **(Code and Title)** | **DIB04 BSBREL502 Build international business networks** | | |
| **Date(s) of assessment** |  | | |
| **For Question 4B (Role-play)** | | | |
| * The student researched information about the contact | | Yes | No |
| * The student prepared own information | | Yes | No |
| * The student prepared questions and important points of discussion | | Yes | No |
| * The student talked about the subject in-depth | | Yes | No |
| * The student focused on language, tone of voice and professional phrasing | | Yes | No |
| * The student successfully built rapport | | Yes | No |

**Marking Sheet for Assignment: Build international business networks**

|  |  |  |
| --- | --- | --- |
| Did the candidate | Competent | |
| Yes | No |
| Answer all questions and address all the requirements specified in the Assessment Task? |  |  |

**Student Submission Checklist:**

|  |  |
| --- | --- |
| Trainer name is written on the first page |  |
| Student name is written on the first page |  |
| Student number is written on the first page |  |
| The student submits the assessment within the due date |  |
| 1. The student incorporates employability skills (such as communication, team work, problem solving, initiative, technology, self-management& learning) |  |
| The student used the required style for this document |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Comments:**  Comments will be provided as feedback files or in ACCIT Moodle | | | | |
|  | | | | |
| **Result:** | **Satisfactory** | | **Not Satisfactory** | |
| |  | | --- | | The declaration below will appear when you click submit in ACCIT Moodle assessment submission link. You must check the checkbox and click submit. A draft copy will not be accepted as submission. | | *Student Declaration:*  *This assignment is my own work, except where I have acknowledged the use of the works of other people. I have retained a copy for further reference.* | | | | | |
|  | | | | |
| **Trainer:**  I declare that I have conducted a fair, valid, reliable and flexible assessment with this student, and I have provided appropriate feedback | | **Date:** | |  |
| **Signature:** | |  |