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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:** | **Agata Olichwiruk** | |
| **Assessment Type:** | **Case Study, Assignment, Report, Role-play** | |
| **\*Student No:** | **1385** | **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 Kelava** | |

**\* 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. | |
| * Conferences * Trade fairs * Online networking sites * Informal and formal networking events * Professional development activities | |
| 1. Elaborate in your own words five suggestions with allocating time to business networking. (*within 50-70 words*) | |
| * Find networking events that will produce the best results, consider investment of time and additional expenses * Choose a networking event that best suits your business. * Prioritise events according to who will be attending and with whom you will manage to meet and gain new contacts * When there are few events at the same time, decide which would be more beneficial for you and your company. * When obtaining contacts remember to allocate your time in maintaining new relationships after the event. | |

**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. | |
| * Strengthen your relationship with business contacts * Visit online social networking sites * Join networking groups * Sign up to your local business groups * Conduct an internet research. | |
| 1. List five potential persons of interest when networking. | |
| * Other employees with similar objectives * Suppliers * Potential buyers * Potential investors * Distributers | |

**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 | | * Purpose   Getting work done efficiently, maintaining the capacities and functions required of the group. Ensure coordination and cooperation among people who have to know and trust one another in order to accomplish their immediate tasks   * Characteristic   Contacts are mostly internal and oriented toward current demands. Key contacts and members are relatively nondiscretionary, they are prescribed mostly by the task and organisational structure, which makes it very clear who is relevant. This is a deep network that builds strong working relationships. Operational networking involves cultivating the relationships with people you need to accomplish your job. This may mean you must identify individuals who can block or support your project. | | Personal networking | | * Purpose   Enhancing personal and professional development; providing referrals to useful information and contacts. Develop professional skills through coaching and mentoring.   * Characteristic   Contacts are mostly external and oriented toward current interests and future potential interests. Key contacts are mostly discretionary, it is not always clear who is relevant. You choose the members of the network. This is a broad network that connects you with potential referrals. To maximize these networks as networking opportunities, you need to be visible. Become an active member, coordinate the next meeting, become an officer, try some committee work. This will allow people to see what you can do. | | Strategic networking | | * Purpose   Figuring out future priorities and challenges, getting stakeholder support for them.   * Characteristic   Contacts are internal and external and oriented toward the future. Key contacts follow from the strategic context and the organisational environment, but specific membership is discretionary; it is not always clear who is relevant, although key contacts are found by their connection to strategy and the organizational environment . This is a leveraging network that creates inside-outside links. This allows managers to share ideas about best practices in management, learn new approaches and keep close tabs on developments in business and technology. It helps managers to see the bigger picture and create their own visionary approach. | | |
| 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*) | |
| * Keep your network alive – attend to business meetings or social occasions and correspond in emails with the operational network. Continue participating in personal networking events. Make plans to get together with any connections with whom you have, or had, a personal relationship. Be a consistent presence. * Share information or resources that match their purpose - if you come across something that might be helpful to someone else, you'll want to share it with them. This will help build the overall value of the connection * Stay updated – Whenever you can, make sure you read the comments, the updates, etc. in their networking profiles or social media accounts. | |
| 1. 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*) | |
| **Australian Chamber of Commerce and Industry (ACCI)** – Australia's largest business association with local chambers located across the country. ACCI provides support to businesses, runs networking events and works with the Government to shape business policy. The primary aim of the International Chamber of Commerce Australia is to promote the voice of Australian business in the international arena.  **Business Network International (BNI)** – this is the Australian branch of the international business network, organised into various local groups known as ‘chapters’. Members are committed to helping each other and when they meet someone who could use your products or services they recommend your services  **BNI South Africa -** BNI provides a positive, supportive, and structured environment for the development and exchange of quality business referrals.Visit a chapter prepared to talk about your business. Members are interested in getting to know how connections with visitors can be mutually beneficial.  **The National Business Initiative (NBI)** is a voluntary coalition of South African and multinational companies, working towards sustainable growth and development in South Africa and the shaping of a sustainable future through responsible business action, thereby demonstrating business action for sustainable growth. | |

**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*) | |
| * If you follow the company or the certain person online, find on their social media platforms or website whether they are planning to attend any event soon. * Research upcoming networking events associated with your business and try to identify the guest lists. Perhaps they are attending as key speakers or social members. * Contact with them or their office to ask for an opportunity to meet them * Find on the Internet whether they signed up for an event. | |
| 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)* | |
| In broad terms, communication theory attempts to explain the production of information, how this information is transmitted, the methods used to convey it, and how meaning is thereby created and shared. Forms of communication vary in terms of participants, channels used, and contexts. The five main forms of communication are intrapersonal, interpersonal, group, public, and mass communication. Every living organism communicates to another living organism of his kind through a unique communication method. For example, animals communicate with each other but use different sounds; humans interact with each other with the help of different words, letters, symbols, pictures, or gestures. In the context of business and business networks, trialling different methods of communication and learning how to perceive communication from others can help us grow and expand our business. | |
| 1. What are some of the things you may need to consider when choosing communication channels for your networking contacts? *(within 80-100 words)* | |
| * Know your audience. Determine how old is the target audience, what are their communication habits and what types of messages do they respond best to. Businesses should also consider whether the target audience is current customers or people they’re trying to convert into customers. * Identify what kind of message you’re sending. Start by asking yourself a series of questions about the information you need to convey so you can zero in on the appropriate communication channels to use. * Consider your company’s culture around 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)* | |
| Contributing to the network of business professionals can include both giving support and receiving.  This may involve:   * Sharing the benefit of your skills and knowledge * Acting as an intermediary by making referrals between contacts * Acting as a resource for others * Contributing to discussions in chatroom or forums | |
| 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)* | |
| * South African business culture relies heavily on personal trust between parties. Whenever possible, schedule a face-to-face meeting to discuss business rather than communicating via email, letter or telephone. * It is often necessary to make contact one or two months in advance to obtain an appointment, and to confirm it by calling the day before. * It may be difficult to arrange meetings with senior level managers at first; you may have to meet with lower-level managers to begin with. * Gifts are not considered as bribery; thus, you should always accept them. * It is polite to compliment your South African contact’s business card. | |
| 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)* | |
| There are several things that I could do to verify this information:   * Visit the official website of the event organizer * Visit relevant websites associated with industry and wine events * Conduct a research on the Internet, search for any information in articles or blogs. | |

**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)* | |
| During the 1994 World Cup, bottles of Heineken beer displayed the flags of all the participants in soccer's biggest tournament, including Saudi Arabia. The country's flag shows a verse from the Quran, Islam's holy book. The Quran forbids the use of alcohol, so thousands of Muslims registered complaints with the brewer for displaying the verse. | |
| 1. Give examples of some considerations of cross-cultural communication between you and a South African employee in the office. *(within 80-100 words)* | |
| * South Africans use “Mr” or “Mrs”, but when addressing a woman, it is advised to avoid using the term “Miss”. First names are often used but it is advised to wait until you are invited to do so. * In South Africa it is common for people to refer to themselves as “blacks” or “whites” so you should not act surprised or consider it rude or racist. * Being aggressive when doing business in South Africa is not a good idea. Instead you should be patient and try to show understanding. * Silence is often a sign that the situation has become uncomfortable. Humour is generally used to ease tensions. | |
| 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)* | |
| Individuals who may be source of information in regard to cross cultural communication in South Africa:   * Business professionals who are native in South Africa * Business professionals who have previously done business in South Africa * Communication manager * Linguist | |

**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. | |
| * Authenticity * Reliability * Accuracy * Cost * Ease of access * Quality * If they are current and up-to-date | |
| 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)* | |
| Australian Business Chamber of Commerce (Southern Africa) (ABCSA) - is a not-for-profit organisation that promotes improved business relations between Australia and Southern Africa. It plays an important role for its members in bringing together both local and foreign businesses in many forums such as business seminars and social events.  <https://www.abcsafrica.org/>  InterNations - Connecting Australians living in South Africa. You can get in touch with a lot of different people who are currently living all over South Africa.  <https://www.internations.org/south-africa-expats/australians>  The Biodynamic and Organic Wines of South Africa, is an association of certified Biodynamic and Organic wine producers. The association was created to form a platform for bringing together certified Biodynamic and Organic wine producers to help consumers and media to easily see which wine producers are certified Biodynamic and organic in South Africa.  <https://biodynamicorganicwine.co.za/> | |

**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 are those in which the rules of communication are primarily transmitted through the use of contextual elements (i.e., body language, and tone of voice) and are not explicitly stated. Information is implied or knowledge assumed, rather than information directly provided. In a high context culture, relationships are built slowly which are generally long term and stable and are dependent on trust and loyalty. High-context communication is more common in collectivist societies. High context culture is mostly found in Asia, Africa and Latin America.  For example, in high context cultures, forming a strong relationship and connection with a business partner is a way to make a good first impression. | | **Low context culture and its example** | | Low-context cultures expect communications to be explicitly stated so that there’s no risk of confusion. The addressee is likely to understand all of the information even if they are unfamiliar with the cultural context. Low context refers to societies where people tend to have many connections but of shorter duration or for some specific reason. In general, low-context communication is more common in individualistic societies. They are usually diverse, and focus on the individual, instead of the group. Some of the cultures that fall into low-context communication are Western cultures like the UK, Australia and the United States.  For example, in business relationship proving that you have the skills/knowledge/resources to get the job done is of greater value. | | |
| 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)* | |
| * Business language   Do not be worried about doing business in English since most people involved in international business speak the language. Many white South Africans prefer using simple language to heavy business or diplomatic terminology   * Dress code   You are expected to be conservative: dark coloured business suits for men and business suits or dresses for women.   * Formal greetings   You should give a firm hand shake (often quite lengthy), with direct eye-contact. Some women do not shake hands and just nod, thus wait for the woman to extend her hand first. In general, when meeting someone for the first time, South Africans use “Mr” or “Mrs”, but when addressing a woman, it is advised to avoid using the term “Miss”.   * First contact   South Africans are often reluctant to deal with people they do not know. Building a business relationship often requires an intermediary to send a formal letter of introduction in order to win the trust of potential partners.   * Meetings   The exchange of gifts is not a business habit but it is not unheard of. Gifts are not considered as bribery. In South Africa, exchanging business cards is a usual practice. During discussions, it is common to have small talk before proceeding to business matters. | |

**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)* | |
| * Language barriers. * Lack of Context. In a business setting, context is the background, environment or framework surrounding an event or occurrence. * Lack of cultural understanding and awareness. * Assumptions - when various factors are thought to be true but are never confirmed * Implicit vs explicit communication. Some people are straightforward; others expect you to read between the lines. * Non-observance of international protocol and convention * Showing or perceiving disrespect | |

**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. | |
| * Travel or accommodation costs * Membership costs * Attendance costs * Entertaining costs (i.e. paying for dinner) * Frequency of the event | |
| 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)* | |
| Due to the COVID-19 pandemic, we are unable to travel to and from Australia, that is why we can assume to be temporarily stationed in Cape Town in South Africa.   * Event - Stellenbosch Street Soirées * Date – 13/01/2021 * Cost –   + Ticket - R150 (ca.$13),   + Transport – Drive by car (ca.$10),   + Accommodation - Alluvia Boutique Winery & Luxury Accommodation (ca.$150)   + Additional costs (diet) - $200   + **Total costs - $373** * Benefits - getting to know South African culture, making relationships with people associated with the wine industry | |

**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)* | |
| Possible KPIs to measure outcomes of international networking may include:   * Number of contacts obtained at the networking event * Number of enquiries received from attendants after the networking 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. The full cycle is the engine that carries a company to success. For example, if the company was attending a networking event, and its objective was to obtain four new clients at this event, and this was achieved, this would count as one full cycle. The company can quantify network success by counting the number of achieved full cycles during and after the event. The business can assign to these full cycles monetary values, which can be easily calculated as a monetary ROI and then calculate the profit. | |

**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)* | |
| * Skills and knowledge – skills may include social, negotiation and interpersonal skills. Knowledge may be enhanced through networking, for example by learning about the industry or specific culture * Public presence – It is important to increase organisation’s visibility to the public. Participation in networking event may drive more visitors and clients. * Relationship value - The benefit of others’ skills, knowledge, contacts and resources may come to fruition at any point in the future. | |

**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)* | |
| Reasons for wanting to increase networking events participation may be due to the positive outcomes or results of current networking efforts. If our assumptions are met, the company wants to go further and pursue new goals. This can be achieved by increasing the frequency of participation at networking events or increasing the range and breadth of networking efforts.  If the company wants to maintain efforts, this may mean that current outcomes are satisfactory and are balanced between the investment of time and money. In order to maintain current level of networking participation, the company should ensure the continuance of the allowance of budget and schedule for networking.  When the outcomes of networking efforts are insufficient or unprofitable, the company may decide to decrease participation in networking events. This may require reallocation of budget and rescheduling of time. In this case, other networking methods should be tried, e.g. 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:** | |  |