

Wk	Weekly Topic & Assignment
<div>4</div> <div>Jan 30 to Feb 4th</div>	<p>Please read and briefly answer the reflecting questions.</p> <div data-bbox="224 174 1325 216"> <h3>Learning More about International Business Communication</h3> </div> <div data-bbox="548 243 1463 363"> <p>Learning to communicate with people from different backgrounds shouldn't be a matter of learning rules. Test the generalizations in this chapter against your experience. Remember that people everywhere have their own personal characteristics. And when in doubt, ask.</p> <p>You also can learn by seeking out people from other backgrounds and talking with them. Many campuses have centers for international students. Some communities have groups of international businesspeople who meet regularly to discuss their countries. By asking all these people what aspects of the U.S. culture seem strange to them, you'll learn much about what is "right" in their cultures.</p> </div>
	<div data-bbox="215 642 823 684"> <h3>Summary by Learning Objectives</h3> </div> <div data-bbox="215 720 789 779"> <p>LO 5-1 Explain why having cultural awareness and avoiding stereotypes is important.</p> </div> <div data-bbox="215 787 821 936"> <p>We live and do business in a global society where national boundaries are less important than cross-border interests. No one can afford to build walls between potential partners, clients, and coworkers. Even small businesses now have global supply chains.</p> </div> <div data-bbox="215 957 773 1016"> <p>LO 5-2 Explain why global agility in business is important.</p> </div> <div data-bbox="215 1026 821 1176"> <p>Global agility is not a process of sterilizing our own identity or mimicking that of others. Rather, it is a willingness to relax our customary procedures and allow for new ways of interacting in order to achieve our communicative purposes.</p> </div> <div data-bbox="215 1194 737 1226"> <p>LO 5-3 Explain why diversity is important.</p> </div> <div data-bbox="215 1234 821 1354"> <p>Research has found a correlation between diversity and business success; companies with high levels of minority racial and minority ethnic groups have the highest profits, the highest market shares, and the highest number of customers.</p> </div> <div data-bbox="215 1375 816 1434"> <p>LO 5-4 Explain how our values and beliefs affect our responses to other people.</p> </div> <div data-bbox="215 1444 821 1501"> <p>Although often unconscious, our values and beliefs affect our cross-cultural communications. Religious</p> </div> <div data-bbox="854 720 1471 779"> <p>beliefs, social values, even everyday practices, all affect communication.</p> </div> <div data-bbox="854 800 1435 856"> <p>LO 5-5 Discover how the global use of English affects business communication.</p> </div> <div data-bbox="854 867 1471 1018"> <p>English as the common language for business communication does not belong to any specific nation. It is the lingua franca of many. Learning a little of the native language of those with whom you will communicate helps to ease the imbalance placed on non-native English speakers.</p> </div> <div data-bbox="854 1039 1351 1096"> <p>LO 5-6 Discover how to use nonverbal communication across cultures.</p> </div> <div data-bbox="854 1106 1471 1226"> <p>Nonverbal communication includes listening, body language, eye contact, facial expressions, gestures, personal space, touch, and perception of time. Our nonverbal communication conveys our attitude, emphasis, and emotion.</p> </div> <div data-bbox="854 1247 1466 1306"> <p>LO 5-7 Construct your written communication to meet the needs of global audiences.</p> </div> <div data-bbox="854 1316 1471 1495"> <p>Awareness of cultural preferences as you draft your written communication is also critical. Most cultures are more formal in their writing than the U.S. Also, the patterns of organization that work for American audiences may need to be modified in international correspondence.</p> </div>
	<p>=>Wk.4.ques.1, locker.p.146, What learning objective(s) are areas where you need improvement or more experience ?</p>

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4 Jan 30 to Feb 4th	<p>a) Please read 5.1 (chapter learning objectives). b) Question 2: answer a custom on Peyton in section 5.2 below.</p> <h2 data-bbox="172 268 545 310">Exercises and Cases</h2> <h3 data-bbox="172 342 535 373">5.1 Reviewing the Chapter</h3> <hr/> <table border="0"> <tr> <td data-bbox="172 405 738 657"> 1. Why is having cultural awareness and avoiding stereotypes important? (LO 5-1) 2. What is global agility in business, and why is it important? (LO 5-2) 3. Why is diversity important? (LO 5-3) 4. How do our values and beliefs affect our responses to other people? (LO 5-4) 5. What does the role of global English as a lingua franca mean to you? How will you adjust your use of English to </td><td data-bbox="820 405 1343 594"> neutralize the predominance of English in business communications? (LO 5-5) 6. What are some nonverbal communication skills necessary for successful cross-cultural communications? (LO 5-6) 7. How might you alter patterns of organization and styles that are typical of American written communications so that they meet the needs of global audiences? (LO 5-7) </td></tr> </table> <h3 data-bbox="172 705 769 737">5.2 Identifying Sources of Miscommunication</h3> <hr/> <p data-bbox="172 768 738 821">In each of the following situations, identify one or more ways that cultural differences may be leading to miscommunication.</p> <table border="0"> <tr> <td data-bbox="172 831 738 1304"> 1. Peyton is a U.S. sales representative in South America. They make appointments and are careful to be on time. But the person they're calling on is frequently late. To save time, Peyton tries to get right to business. But their hosts want to talk about sightseeing and their family. Even worse, their appointments are interrupted constantly not only by business phone calls, but also by long conversations with other people and even the customers' children who come into the office. Peyton's first progress report is very negative. They haven't yet made a sale. Perhaps, they decide, South America just isn't the right place to sell their company's products. 2. To help their company establish a presence in Asia, Morgan wants to hire a local interpreter who can advise them on business customs. Kana Tomari has superb qualifications on paper. But when Morgan tries to probe about Kana's experience, Kana just says, "I will do my best. I will try very hard." Kana never gives details about any of </td><td data-bbox="820 768 1343 1304"> the previous positions they've held. Morgan begins to wonder if the résumé is inflated. 3. Finley wants to negotiate a joint venture with an Asian company. They ask Tung-Sen Lee if the local people have enough discretionary income to afford their product. Mr. Lee is silent for a time, and then says, "Your product is good. People in the West must like it." Finley smiles, pleased that Mr. Lee recognizes the quality of their product, and Finley gives Mr. Lee a contract to sign. Weeks later, Finley still hasn't heard anything. If Asians are going to be so nonresponsive, Finley wonders if they really should try to do business with them. 4. Skylar is very proud of her participatory management style. On assignment in India, she is careful not to give orders but to ask for suggestions. But people rarely suggest anything. Even a formal suggestion system doesn't work. And to make matters worse, Skylar doesn't sense the respect and camaraderie of the plant she managed in the U.S. Perhaps, Skylar decides gloomily, people in India just aren't ready for a woman boss. </td></tr> </table> <p data-bbox="147 1423 337 1455">QUESTION 2:</p> <ul style="list-style-type: none"> • Peyton is in a very realistic scenario and ex-pat would encounter. In phase 2 were focused on real scenarios you may encounter year 1 employed. • Question: do you have the patience to sit and listen to another tell their story? 	1. Why is having cultural awareness and avoiding stereotypes important? (LO 5-1) 2. What is global agility in business, and why is it important? (LO 5-2) 3. Why is diversity important? (LO 5-3) 4. How do our values and beliefs affect our responses to other people? (LO 5-4) 5. What does the role of global English as a lingua franca mean to you? How will you adjust your use of English to	neutralize the predominance of English in business communications? (LO 5-5) 6. What are some nonverbal communication skills necessary for successful cross-cultural communications? (LO 5-6) 7. How might you alter patterns of organization and styles that are typical of American written communications so that they meet the needs of global audiences? (LO 5-7)	1. Peyton is a U.S. sales representative in South America. 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