**Group Assignment (Culture video/e-poster) OBDO Obchodní dovednosti a vyjednávání**

**(5-minute video and a two-page poster on Business Culture in Europe)**

This assignment will focus on cross-cultural management in Europe. You will work in the same groups of č-ř students. You will choose one European country and create a short video and a two-page poster summarising what businesspeople should know about cultural nuances of that country.

**Detailed instructions on content:**

Examples of elements of culture you might cover: issues related to greetings and meetings, language issues, communication and negotiation styles, business etiquette, sub-national differences in culture, material elements of culture such as dress and food, non-verbal communication, aspects of culture along dimensions such as collectivism etc.

You should view these videos and posters as “guides” for foreign businesspeople doing business in Europe, helping to develop a deeper knowledge of local cultures (to counter cultural stereotypes). Try to sum up salient cultural features of the selected European country and implications for cross-cultural communication, negotiation and management.

**Length of video:** 5 minutes (submitted as a youtube link, max. 5 minutes 15 seconds)

**Size of poster:** two A4 pages (submitted in a pdf format, with your names in the footer). Minimum font size 10. Sub-headings and title can/should be in a larger font.

**Selection of countries:** you can select any European country other than Germany

**Examples of videos:** see<https://www.facebook.com/businesscultureineurope>and/or:

Student video on Luxembourg: <https://www.youtube.com/watch?v=e2Pw70MtDkw>

On Germany: <https://www.youtube.com/watch?v=mxHK41T2Msc&feature=youtu.be>

Student video on Denmark: <https://www.youtube.com/watch?v=n7Z_0Os-wLU>

NZTE’s video on business culture in Singapore: <https://youtu.be/0h3DnnDfHg0>

**Due date: 6 October 9:00**

**How to submit:** video links to be submitted to our teaching assistant Iftekhar Rahman at (mohammad.iftekhar.rahman@auckland.ac.nz) and me (Igor Ingšt, 6708@muni.cz) please indicate names of all team members in the email). Title the email as “IB 307 Business Culture in Europe assignment – CZECH REPUBLIC”. Posters to be submitted to my email (6708@muni.cz) - one team member submits for the whole team.

**Marking Rubric**

Video

-Content (60%) – detail, relevance and originality of the provided information

-Audio-visual impact (40%) – quality of narration and visual/dynamic elements

Poster

-Content (80%) – depth of research and business value of the provided information

-Visual impact (20%) – clarity, structure and balance of visual elements and text

**List of European countries** (countries in **bold** qualify for a prize for the best video)

|  |  |
| --- | --- |
| **Albania** | **Azerbaijan** |
| **Andorra** | Liechtenstein |
| **Armenia** | **Lithuania** |
| Austria | Luxembourg |
| **Belarus** | Malta |
| Belgium | Monaco |
| **Bosnia and Hercegovina** | **Montenegro** |
| Bulgaria | Netherlands |
| Croatia | **North Macedonia** |
| Cyprus | Norway |
| Czech Republic | Poland |
| Denmark | Portugal |
| Estonia | Romania |
| Finland | **San Marino** |
| France | Serbia |
| **Georgia** | Slovakia |
| Greece | Slovenia |
| Hungary | Spain |
| Iceland | Sweden |
| Ireland | Switzerland |
| Italy | **Turkey (Türkiye)** |
| **Kosovo** | Ukraine |
| Latvia | **Vatican City** |

**\***Some countries from the Caucasus region and the Middle East were added to the list as they are adjacent to Europe.

**Note on the videos:** try to make this look like a professional video that business people would want to watch and find it valuable as a guide to understanding a country’s culture. You can submit videos with a visibility that is “unlisted” or “public”. It is up to you whether you will include faces, pictures, slides or other visual elements in the videos.

**Partnership with New Zealand:** A similar project was assigned to students of our New Zealand partner, the University of Auckland, in a course on “Business Culture in Europe”. We want to share perspectives between Europe and New Zealand.

**Facebook page for voting:** <https://www.facebook.com/businesscultureineurope> Each team member should “like” at least one video from other group **by 15 October.**

**Best videos competition:** Students from both New Zealand and Czech Republic will vote on the videos, and based on their voting and expert judgement by the instructors (and a business practitioner), best videos from each/all countries/courses will be selected and may be shared publicly, for example on the Europe Institute’s [website](http://www.europe.auckland.ac.nz/en.html) and [facebook page](https://www.facebook.com/NZJRE/) and other channels, eg the [New Zealand Europe Business Council](http://www.nzebc.org.nz/), [NZTE](https://www.nzte.govt.nz/).

**Prizes:** The team with the best overall video will receive NZ$200 (likely in e-gift cards—TBC). The winner will be decided by the two instructors from NZ/Czech Republic and Frank Olsson, the President of the New Zealand Europe Business Council.