

## **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\\_00s-wLU](https://www.youtube.com/watch?v=n7Z_00s-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](mailto:mohammad.iftekhar.rahman@auckland.ac.nz)) and me (Igor Ingšt, [6708@muni.cz](mailto: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](mailto: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)

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

\*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](#) and [facebook page](#) and other channels, eg the [New Zealand Europe Business Council, NZTE](#).

**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.