Cultural Influences on Global Business

3-1 Culture Around the World
3-2 Culture and Social Organizations
3-3 Communication Across Cultures
3-4 Values Around the World
Read the Global Focus and answer questions 1 and 2
LESSON 3-1

Culture Around the World

GOALS

● Describe influences of culture on global business activities.
● Explain the role of subcultures.
Cultural Influences in International Business

- A **culture** is a system of learned, shared, unifying, and interrelated beliefs, values, and assumptions.
The Subcultures within a Society

- Influences of cultures and subcultures
- Subculture of U.S. business
- Variations in business subcultures worldwide
LESSON 3-2
Culture and Social Organizations

GOALS

● Describe how family relationships can affect culture.
● Explain the role of societal influences on culture.
Family Relationships

- Family units
  - Nuclear family
  - Extended family

- Family-work relationships
Society’s Institutions

- Education
- Gender roles
- Mobility
- Class system
LESSON 3-3

Communication Across Cultures

GOALS

- Understand the importance of knowing another language for global business success.
- Compare direct and indirect communication.
- Describe the influence of nonverbal communication.
Language Differences

- English is widely considered the language of international business
  - More people use English to conduct business than any other language
- Advantages of using English
  - Understood by many
  - Ideas can be expressed in many ways
  - Large number of business-related words
  - Concise and precise
Learning a Second Language

- Consider learning language of dominant trading partners.
- Learning a country’s language helps you understand the culture.
Direct and Indirect Communication

- **Contexting** refers to how direct or indirect communication is.
- A low-context culture is one that communicates very directly.
- A high-context culture is one that communicates indirectly.
Nonverbal Communication

- Body language
- Appearance
- Eye contact
- Touching
- Personal space

- Color
- Numbers
- Emblems
- Smells
LESSON 3-4

Values Around the World

GOALS

- Identify and explain five major types of values that vary from culture to culture.
- Describe the two major reactions to cultural differences.
Values Vary Among Cultures

- Individualism and collectivism
- Technology
- Leadership, power, and authority
- Religion
- Time
Adjusting to Cultural Differences

- Ethnocentrism
- Reactions to cultural differences
  - Culture shock
  - Reverse culture shock
Coca Cola

- Visit Cokes Website and answer the following
  - How many products does coke produce?
  - How many countries is coke available in?
  - How long has coke been in business?
Answer the following and turn in:

- Page 61: 6-12
- Page 66: 5-10
- Page 73: 6-10
- Page 79: 7-11