

INTERNATIONAL BUSINESS AND CULTURE PROJECT

GRADES: 11

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SUBJECT: Society/Culture, Economics

TIME REQUIRED: Fifteen days

OBJECTIVES:

1. Develop an understanding of Korean culture
2. Understand the impact and contribution Korea has made in our global society
3. Investigate the influence our global society has made on Korea
4. Design a business profile of a multinational corporation

MATERIALS REQUIRED:

Various reference materials: atlases, almanacs, government, history and sociology textbooks, newspapers, and news magazines, computers with internet access

BACKGROUND:

The International Business and Culture Project is an interdisciplinary project for high school students in a career center. Students are given a list of approved countries from which to choose to study. This unit challenges students, refines their research and technology skills, promotes a sense of global understanding and cultural diversity and connects their career program to academics in a relevant and meaningful way. Higher order thinking skills, multiple intelligence and gifted strategies provide the methods to teach all students who are on different academic levels.

PROCEDURE:

1. Students are assembled by business technology instructors and English and American Studies teachers who explain the project.
2. A packet of materials is given to each student, which explains the project, expectations and culminating activity. Assignments from all areas are included.
3. Students begin work on their project in their academic classes and career program labs.

EVALUATION:

Students showcase their projects through portfolios, storyboards and a power point presentation in a culminating activity that includes a luncheon with foods from their country. Board members, administrators, parents and the business community are invited to this event.

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ASSIGNMENTS

American Studies

- 1) Complete a Fact Sheet on
 - a) South Korea
 - b) United States
- 2) Create a passport following directions.
- 3) Find the following maps on a web site:
 - a) Physical map
 - b) Political map
 - c) Continent map
 - d) World map
 - e) World time zone map
- 4) Create a circle graph on these topics:
 - a) Ethnic Groups - include percentages, names, title, legend
 - b) Religions - include percentages, names, title, legend
 - c) Languages - include percentages, names, title, legend
- 5) Illustrate in a bar graph:
 - a) Imports and Exports - express countries, names of products, percentages
 - b) Population of Selected Nations - choose any four nations (in addition to your own) from Asia and compare these populations with South Korea. Use country names, numbers and legend.
- 6) Find an illustration of South Korea's flag on a web site. Explain the symbolism of the color, icons, etc. Include a brief history of the flag and a picture.
- 7) Summarize in one page the history of South Korea.
- 8) Find the origin of South Korea's name. Make a list of political divisions and capitals.
- 9) Choose two famous landmarks and write 3-4 paragraphs of each. Include pictures.
- 10) Develop an essay entitled, "The Global Connection Between South Korea and the United States".
- 11) Choose four famous South Koreans and summarize their accomplishments.
- 12) Explain through a graphic organizer the "Government Structure" of South Korea. Your web should include the branches of government, the type of government, the role of government officials' positions and any written documents.
- 13) Develop a list of:
 - a) 10 books for an Annotated Reading List
 - b) 10 web sites
 - c) 5 videos on South Korea

English

1. Write a letter to the Embassy of South Korea and request a packet of materials.
2. Develop a list of a minimum of 25 “Search Words” for South Korea that will serve as a tool in your research.
3. Write a one-page autobiography of things you wish to have the people of South Korea to remember about you. Keep in mind the lasting impression you will make.
4. Write a page of “Leisure Activities” that explains how people spend their leisure time - sports, music, games, etc.
5. Develop a list of “Appropriate Manners and Behavior” as it relates to greetings, visits, eating and gestures. What behaviors are unacceptable?
6. Relate the “Lifestyles” of your people. This will focus on attitudes, personal appearances, family lifestyles, dating, marriage, diet, dining practices, education and rituals.
7. Translate a list of English words into Korean.
8. Develop a power point presentation on South Korea.

Business Technology

You have been chosen to represent your company/corporation in South Korea to introduce a new product/service. Find the following information.

1. The product or service your company provides.
2. The location of its headquarters and any subsidiaries.
3. A background history.
4. The demographic makeup of your current customers.
5. The logo, motto, and signature colors.
6. An organizational structure chart including the CEO, board and stockholders.
7. Include the NYSE symbol, value of the stock and total company value.
8. Explain how the company adapted to a changing market.