**Assignment for Lesson 1.8 Cultural Challenges in Global Business**

Business Culture Project Formal Assessment

**Objective:** Research and identify elements of culture and explain the importance in conducting globalbusiness.

**Directions:** Choose a country and research elements of the culture that would be important in conductingbusiness there. Create a presentation to show your classmates. Each slide should include three facts and an image for each category below. On the final slide, write a paragraph explaining the role and importance of culture in conducting global business. Be sure to document your sources.

* Government and Economy
* Society’s Institutions
* Communication
* Business Practices/Etiquette
* Explain the Role and Importance of Culture in Conducting Global Business

Make sure you cite all websites and images used to create your presentation.