FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 1

INTERCULTURAL COMMUNICATION AND NEGOTIATION MANAGEMENT

(ICM812S)
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INTERCULTURAL COMMUNICATION AND NEGOTIATION MANAGEMENT
ICM 812S

General Comments
Although this assignment was based on case study all answers could be obtained from the case study. All you needed to do was to read the case study and the questions with understanding.
Please read through your study materials first before attempting an assignment and consult the study guide again after you read through the questions to seek for answers not found in the case study. Only if answers are not found in the study guide as well as the case study, you can consult other sources and the Internet.

Referencing still seems to be a problem. Most of you did not include a reference list, which result in plagiarism. In this case rule “P” was applied which states that:

- Upon submission of assignments, students have to acknowledge by means of complete referencing all sources used and/or quoted. Students found guilty of plagiarism will be penalized and may be awarded a zero (0).

Below an explanation of how rule P was applied:

- Most of you did not have a reference list at all and was penalized with 5%.
- Some of you had reference list, but did not use it in the assignment at all, meaning did not refer to any source in-text, and was also penalized with 5%.
- Those having incomplete or inaccurate reference lists, were penalized with 3%.

NUST is using APA referencing style. There is a difference between a reference list and a bibliography. NUST prefers you to do a reference list instead of a bibliography. A reference list only includes the references used by you in the assignment itself (text-referencing). These are the sources that should be acknowledged in full in the reference list. Only sources that have been used in-text should be used. Most of you provided sources that did not appear in the text itself.
International business comprises a large and increasing portion of the world’s total trade. The growth of international business has gained momentum faster than previously recorded, outstripping domestic business. The impact of such growth on many companies is that they are now “rushing to become insiders” in international markets they formerly paid little attention to, or ignored completely. International markets, it is believed, offer companies to market their products and services on a world-wide scale and reap the benefits of particularly high stakes involved.

Companies involved in international business, deal with sales transactions or negotiations which span national and cultural boundaries. That means, sales negotiators interact with individuals from unfamiliar cultures that exhibit different negotiation styles, behaviours and expectations about the normal process of negotiation. This presents several potential culture-related obstacles that confront the international negotiator and a failure to anticipate, understand and effectively remove these obstacles can lead to a failure in cross-cultural negotiations. Competence, therefore, in international negotiations is one of the most important and indispensable skills of international business.


QUESTION 1

1.1 State the challenges that negotiators face when dealing with other cultures across the globe.

(6)

- **The differences in language and culture make the negotiation process more complicated.**
- **Different values, attitudes, interests, behaviours, and languages may require different negotiation styles, which if not managed well, can lead to misunderstanding and disagreement.**
- **These could lead to failure of business deals.**
Other possible answers for one mark each:

- Time difference
- Currency differences
- Religion
- Political influence
- Gender

1.2 Written communication is just as important as verbal communication when negotiating business deals on international level. Discuss how you will overcome barriers to effective written communication.

(16)

Overcoming barriers to effective written communication

1. **Do sweat the small stuff**
   - Always adhere to basic vocabulary and syntax rules
   - Always edit your work and pay attention to detail such as spelling and grammar.
   - Take the time and effort to correct your mistakes to avoid making up for them after the fact.

2. **Get the target meaning**
   - Prevent bypassing – it involves the misunderstandings that occur when the receiver completely misses the source’s intended meaning.
   - Use the words which your audience understands.
   - Anticipate how they will interpret them to avoid bypassing.

3. **Consider the non-verbal aspects of your message**
   - Pay attention to detail such as format, including headers, contact information, and an informative subject line
   - Other non-verbal expressions to attend to include symbols, design, font, and the timing of delivering your message
The type of written communication also matters; will it be an e-mail or a formal letter printed on quality paper and sent by postal mail? An e-mail will be seen as less formal and can be deleted easily while the paper chosen to represent your company influences the perception of it.

4. Review, reflect and revise

- Review your work by focussing on the task at hand by going through each step in detail as you read through it again.
- Reflect on your work by considering the key elements and their relationship to each other.
- Look at your work (revise) from the perspective of the reader in order to improve on it – for example, how could this be clearer to them?

QUESTION 2

As an international business negotiator, what tips would you give your friend on the use of business cards in the global arena?

(10)

1. Never be without your business card
   - Ensure that you always have a stack in your office desk, in your wallet and your car

2. Follow the protocol on hierarchy
   - Cards should not be given to senior executives that you meet, unless they’ve asked for it.

3. Time the presentation of your card
   - The best moments to represent your card is when asked for one, when you’re asked to repeat your name, or when someone offers to send you something.

4. Accompany your business card with what you can offer them
   - When you hand another person your business card, give a brief action recommendation.

5. When receiving a business card, show the other person that you value their card
• Look at the business card for a few seconds. Comment about the card. Let them see you take care in storing their card as well.

QUESTION 3
Discuss the type of laws that affect international business and travel.

(18)

1. Zoning laws
   • Always check where you can operate the type of business that you have. It is illegal to operate certain types of business in certain areas.

2. Licenses and permits
   • Different businesses may require specific licenses and permits. Make sure you have all the necessary licenses and permits specific to your business.

3. Laws specific to corporations
   • There are many tax laws and other laws that are specific to corporations. These laws vary from country to country, and generally affect how the corporation is set up, managed, and how stocks and securities are handled.

4. Environmental laws
   • If your business handles chemicals, hazardous wastes, or other materials that affect the environment, the Environmental Protection Agency will have laws that affect your business.

5. Employment laws
   • Employment laws will affect how you hire employees, how you pay them, and how you treat them. Failure to comply with employment laws will almost always result in a lawsuit, or investigation by the Ministry of Labour in your country.

6. Tax laws
   • There are too many tax laws for most business owners to keep up with - unless they are tax professionals. In order to comply with tax laws, it is the best to hire a tax professional.

7. Business and contract laws
Protect yourself and your interests by hiring a business lawyer to help you comply with these laws, and to use these laws to protect yourself and your business.

8. Consumer protection laws
   - These laws are designed to protect consumers from fraud and from defective or dangerous products. A business lawyer can usually help you in this area as well.

9. Internet laws
   - The biggest issue facing business owners conducting business on the Internet is the new SPAM laws that is sending unsolicited laws. Failure to comply with the laws that affect your business can cost you a lot of money in fines and penalties. Being forced to close your business down may be a result of not complying with certain laws.

Proof reading

Please proofread your work before submitting. Proofreading is a close reading of the final version to eliminate errors in grammar, spelling and punctuation, as well as typographical errors that have survived the revisions. Proofreading should be done slowly, preferable aloud. If possible allow some time to elapse between final writing or typing and proofreading. In this way the writer is more likely to read with a fresh eye.

When proofreading, check that:

- No words are omitted or carelessly repeated;
- No words are misspelt;
- No plurals are left out;
- No apostrophes are omitted for possessiveness or contractions;
- No full stops, dashes, commas or quotation marks are left out or used unnecessary
Referencing

To achieve credibility, writers must prove that their topic has been thoroughly researched and investigated.

Writers use a range of systems to acknowledge their sources. A system that works well from the reader’s perspective is to:

- Cite the writer’s surname in the body of the text (surname, year of publication and the page number, e.g., (Bock, 2005:19)

- A list of references should usually be given at the end of the assignment. It should provide the reader with details of the publications of the sources you used in your assignment. The common style of referencing is that of ‘APA’ referencing. The reader then has sufficient information to be able to trace a copy of the work and read further, if so desired.

- Example of a source in the reference list is as follow:


Weekend Tutorials

So far only a few have made use of the opportunity to attend our weekend tutorials which is quite disappointing. The purpose of these tutorials is a COLL initiative to provide students and lecturers with a platform to discuss difficulties in mastering the course in terms of knowledge and understanding and practical application.

Thus, I would like to remind you again of our weekend face-to-face tutorials that take place every second weekend for those staying in and around Windhoek. Although not compulsory it is of utmost importance for you to attend since we are treating the chapters relevant for the next assignment and also work through several case studies to prepare
you on how to go about reading, understanding and applying your knowledge in answering them.

**Pointers for next assignment**

- Make sure that you understand what is expected from you.

- Read the assignment two or three times.

- Analyse the assignment by breaking sentences up in order to try to make sense of it.

- Read the chapters relevant to the assignment in the prescribed textbook and write down preliminary answers.

- Read through your first attempt to make any changes if and where possible.

- Get someone to edit it first before you submit it. Failure to do so can cost you dearly.

- If not possible to type your assignment, please write neatly and legible.

Thank you,

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