

U4.01 - Print & Cut Flashcards

Cut along the card edges. Each card shows the key term on top and the answer underneath.

CARD 1

Cultural considerations

Values, beliefs, customs, behaviours, communication styles and social expectations that influence how people live, work, buy, negotiate and do business in different countries.

CARD 2

Global business practice

The way a business operates, communicates, negotiates, markets, manages staff and serves customers across international markets.

CARD 3

The six cultural considerations

Levels of education, customs, holidays and celebrations, religious beliefs, business etiquette and communication protocols.

CARD 4

Levels of education - meaning

The literacy, numeracy, language ability, digital skills, technical knowledge and qualifications of people in a target market.

CARD 5

Levels of education - impact

A business may need translated content, visual instructions, local examples, simpler training, subtitles or extra customer support.

CARD 6

Levels of education - business response

Translate and simplify information, use visuals and demonstrations, and adapt staff training to suit customer or employee understanding.

CARD 7

Customs - meaning

The usual behaviours, traditions and social practices of a culture, such as food habits, clothing, gift giving, greetings and design preferences.

CARD 8

Customs - impact

Customs can affect product design, packaging, advertising, customer service, staff behaviour and store layout.

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CARD 9

Customs - business response

Adapt products and packaging, use local market research, and train staff in local customs before operating overseas.

CARD 10

Holidays and celebrations - meaning

Important religious, cultural or national events that influence when people work, shop, travel, celebrate and spend money.

CARD 11

Holidays and celebrations - impact

They can affect rosters, trading hours, logistics, production, delivery and marketing campaigns.

CARD 12

Holidays and celebrations - business response

Plan rosters and operations, time marketing campaigns around local events, and prepare for supply delays during major holidays.

CARD 13

Religious beliefs - meaning

Faith-based values, practices and rules that may influence food, ingredients, prayer, holidays, clothing and advertising.

CARD 14

Religious beliefs - impact

A business may need halal-friendly products, respectful advertising, adjusted rosters and awareness of prayer times or religious holidays.

CARD 15

Religious beliefs - business response

Adapt products and ingredients, consider certification, and respect prayer times, religious holidays and fasting periods.

CARD 16

Business etiquette - meaning

Expected professional behaviour in meetings, greetings, negotiations, dress, gift giving, hierarchy and relationship-building.

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CARD 17

Business etiquette - impact

Managers may need to change how they negotiate, greet people, use titles, build relationships and show respect.

CARD 18

Communication protocols - meaning

Accepted ways people exchange information, give feedback, negotiate, use language and show respect.