



Project Outline: Working across Borders

Working across Borders is a virtual international consultancy project that will take place in the Fall of 2018. Students from universities across the world work together virtually to explore different aspects of doing business in an international context.

The project is set up in a flexible way. Each partner university decides which parts their students will participate in. What follows in this document is the complete project description.

Students act as business consultants for an international company and produce a country analysis report. In addition, they optionally explore sustainable business opportunities that are relevant for the CSR policy of the company and realize UN Sustainable Development Goals (SDGs).

Learning objectives

Major focus will be on the development of ICOMs (international competences):

- Personal Growth
- Intercultural Competence
- Language Skills
- Global Engagement
- International Disciplinary Learning

Working methods

- Toledo Community 'Working across Borders'
- Webinars
- Virtual independent work sessions
- Online coaching
- (Virtual) progress meeting

The project will be closed off by a final presentation and event (optional for international partners).

Project outcomes

- Milestone 1: Country analysis
- Milestone 2: Findings
- Recommendations

Milestone 1: Country Analysis

- PESTLE analysis of an assigned country including the relevant issues of the:
 - Political environment: e.g. level of democracy, division of political power, stability of the legal system ...
 - Economic environment: e.g. purchasing power, income level and division in society, consumption patterns ...
 - Social/cultural environment: e.g. use of (non)verbal communication in doing business, values and attitudes in society...

- Analysis of the SDG status of the country, followed by the top choice of 3 SDGs with room for improvement and relevant for the company. Whether the company already focuses on these SDGs in the assigned country is not important.

Milestone 2: Findings

- Analysis of the status of the CSR policy of the company in the assigned country.

- Under the condition that the company offers an extra CSR budget of 100 million \$ by 2020 worldwide, recommendations are made for the future CSR policy in the assigned country.
 - List of top 5 ideas, initiatives, actions on how the company can improve one or more of the 3 previously selected SDGs in the country.
 - Motivation of why these ideas, initiatives, actions are relevant for the company
 - Presentation of the ROI for the company (in communication, PR, savings, HR, product quality, ...).

- Tips:
 - What does the competition do? What does the company do in other countries? What are (societal) trends in the country?
 - Consider the link with the previously made country analysis? What can be realized in this country?
 - Think out of the box

Recommendations

Presentation of the analysis, findings and recommendations for an international jury representing the Board of the company in a clear, creative and underpinned manner.

Timeline

Week of 1 October	Deadline for student online registration via https://intranet.ucll.be/en/public/node/19810
15 – 22 October	Students make informal contact with all group members (see Toledo Community <i>Working across Borders</i> for contact information)
22 October	Kick-off: project briefing, information on the CSR policy of the company, country analysis and SDGs (Campus UCLL Belgium/ online)
9 November	<u>Milestone 1</u> : submit country analysis (PESTLE and SDG status) and proposal of 3 SDGs (see Toledo)
Week of 12 November	Workshop on cultural dimensions and impact on global communication (Campus UCLL Belgium/online) (Register via Toledo)
12 November	Get approval for final SDGs (see Toledo)
22 or 23 November	<u>Milestone 2</u> : draft presentation of findings for progress meeting with UCLL coach (Campus UCLL Belgium/online) (Register via Toledo)
4 December	<u>Recommendations</u> : final presentation and Q&A (Campus UCLL Belgium/online)

Bibliography

- KOTLER P., *Principles of marketing*, Pearson, seventh European edition, 2016
- BADE R. & PARKIN M. *Essential foundations of economics: Global Edition*. Pearson Education Limited, 2014 (7th edition) ISBN 9781292060446
- FERRARO, G. *The Cultural Dimension of International Business*. Harlow, Pearson Education Limited, 2013.
- HOFSTEDE G. *Cultures and Organisations: Software of the Mind*. London, McGraw-Hill, 1997.
- JANDT F. *An Introduction to Intercultural Communication*. Los Angeles, Sage Publications, 2012.
- LEWIS R. D. *Cross-Cultural Communication. A Visual Approach*. Warnford, Transcreen Publications, 2008.
- TROMPENAARS F. & HAMPDEN-TURNER C. *Riding the Waves of Culture*. London, Nicholas Brealey Publishing Limited, 2012.
- <https://geert-hofstede.com/>
- <http://ridingthewavesofculture.com/>
- <http://www.crossculture.com/>