

Lesson 8 - Culture

In this lesson, we will analyse ways in which cultural factors influence international business methods and operations. We will find the importance of being familiar with a culture before entering into business dealings.



Canadian Culture (1 of 3)

Canadians come from many different ethnic, racial, and religious backgrounds. Consequently, it is not easy to define typical Canadian culture. Some cultural characteristics, however, are shared by most Canadians. Canadian culture consists of sets of beliefs and values learned through the socialization process. It features numerous sub-cultures but certain cultural norms and values such as a belief in the virtue of honesty are generally shared by nearly all groups and cultures.

Canadian Culture (2 of 3)

Culture guides the social interactions between members of society and influences the personal beliefs and values that shape a person's perception of their environment.

You can't see culture. It's invisible. It forms our ideas of right and wrong, good and bad, normal and abnormal.

Canadian Culture (3 of 3)

It's how we communicate, our sense of self, our expectations, our personal space, and how we perform thousands of actions and interactions that make up our daily life. It is easy to take our culture for granted. It's just the way we do things, it's normal, it's the way life is ... or is it?

Comparing Mainstream Canadian Values to Other Cultures (1 of 3)

MAINSTREAM CANADIAN	OTHER CULTURES
Individual is valued; Independence and decision making are important. Recognition is expected and appreciated. Privacy is honoured.	Group is considered more important than the effort or recognition of the individual.
Informality is the norm; almost everyone uses first names.	Permission is needed to use first names; some never use first names.
Mobility has become important. One often must leave family and friends for a new job and so must make new friends quickly	A great number of the world's people have never left home; their friends are those they have known all their lives

Comparing Mainstream Canadian Values to Other Cultures (2 of 3)

MAINSTREAM CANADIAN	OTHER CULTURES
Each person is expected to have an opinion and express it freely.	Deference is given to persons in power or authority.
Direct communication is expected; saying what's on your mind is important.	Directness and open criticism are considered, offensive, and people often use intermediaries to approach others.
Competition and ambition stimulates high performance.	Harmony influences communication and personal ambition is frowned upon.
The right to challenge authority is highly valued.	Authority is highly respected and rarely challenged.

Comparing Mainstream Canadian Values to Other Cultures (3 of 3)

MAINSTREAM CANADIAN	OTHER CULTURES
Time sense - emphasis not on past but on present and future.	Reverence for the past, ancestors, and heroes.
Nature can be challenged, controlled, and dominated (from air conditioning to mountain removal).	Life is pre-ordained; harmony with nature is stressed
People are measured by what they do.	People are measured by family and origin.
Materialism is paramount, respecting power, money and possessions.	Greater emphasis on spiritualistic approach.

What Colours Mean - Interactive Exercise

- ▶ Let's take this one step further and think about the different meanings colours can have.
- ▶ https://resources.elearningontario.ca/d2l/lor/viewer/viewFile.d2l/10489/98132/BBB4MPU03/BBB4MPU03A08/mme/What%20Colours%20Mean/BBB4MP_U03A08_What%20Colours%20Meanv02.html

Examples of Cultural Baggage People Raised in Canada Might Bring With Them (might not be as important or work in the same way in another culture)

Precedence of individual over community

Self-help

Importance of privacy

Formalized education

Importance of change, growth, advancement

Value of work outside of the home

Importance of qualitative achievements

Equality

Ideas and importance of family

Competition and free enterprise

Personal space

Role of women

Time/date orientation

Communication strategies that value directness

Materialism/financial gain

Everyday gestures and body language

Assignment #1 - Business Trip in Japan

No Handout.

- ▶ You are traveling to Japan on a business trip. What should you know about their culture before leaving on your business trip? Take a few minutes to research this and discuss it.

