

JSI Project Summary - Charlotte Davis - Concord University

For my project, I am choosing to add a section on Japanese culture to my International Business class. I gained a new resource in the presentation by Mr. Yukio Nagata – that of Erin Meyers' book on Culture Maps. I teach cultural dimensions and differences throughout this course, and this new (to me) book will allow me to add more texture to the cultural dimension discussions.

In addition, I want to add an introduction to Japanese language, as well as various elements of the Japanese culture of art, literature, and religion to this class. This is a class in business, and English is the language of business. However, when aspiring to conduct business overseas, it can go a really long way toward establishing a relationship with someone from Japan, if you are able to speak a little of their language as well as know something about their culture. I want the students to complete a research project comparing another culture to the culture of Japan, and present their findings at the end of the semester. They will research the political, legal, and economic environments of both countries and I expect them to use resources that I will share with them from this experience to enhance their reports.

My final section of this class often involves going out to dinner at a local restaurant. Instead of that, we will have a dinner celebrating the Japanese tradition of making sushi and drinking tea. We will not do the actual tea ceremony, but we will discuss it, again in the context of relationship building.