

Abdelhafid Boussouf University Center – Mila

Faculty of Economics, Commercial & Management Sciences

Departement Of Economics

Lectures On : Global Business Skills

Addressed To 3rd Year Students – 1st Semester

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Lesson: Global Business Skills

Introduction

In today's interconnected world, businesses operate across borders, requiring a new set of skills to navigate cultural, legal, and operational differences. Developing global business skills is essential for professionals aiming to thrive in a diverse and competitive environment.

1. Understanding Global Business

- ***Definition:*** Global business refers to commercial transactions conducted across national borders to achieve specific goals.
- ***Significance:***
 - Access to larger markets.
 - Diversification of risks.
 - Exposure to new ideas and innovations.

2. Core Global Business Skills

A. Cultural Awareness

- ***Definition:*** The ability to recognize and respect cultural differences in communication styles, values, and business practices.
- ***Strategies:***
 - Research the culture of the target country.
 - Learn key phrases in the local language.
 - Be mindful of body language and gestures.

B. Communication Skills

- ***Verbal Communication:***
 - Speak clearly and avoid jargon.

- Adapt your tone based on cultural expectations.
- ***Non-verbal Communication:***
 - Pay attention to facial expressions, gestures, and proximity.
 - Understand that these cues vary widely between cultures.

C. Networking and Relationship Building

- Building trust is crucial in global business.
- Focus on long-term relationships rather than short-term gains.
- Understand the importance of social settings in some cultures for business deals.

D. Flexibility and Adaptability

- Be open to new ways of thinking and operating.
- Adapt to changing regulations, market dynamics, and cultural norms.

E. Language Skills

- Knowing multiple languages is a strong asset.
- Use professional translators or interpreters when needed.

3. Challenges in Global Business

- ***Cultural Misunderstandings:*** Misinterpreting local customs can damage relationships.
- ***Legal and Regulatory Differences:*** Laws governing trade, labor, and taxation differ by country.
- ***Economic and Political Instability:*** Changes in governments or economies can impact operations.

4. Strategies for Success

- ***Conduct Thorough Research:*** Understand the political, economic, and cultural landscape of your target market.
- ***Leverage Technology:*** Use tools for translation, virtual meetings, and project management.

- **Embrace Continuous Learning:** Stay updated on global trends and best practices.
- **Develop Emotional Intelligence:** Be empathetic and aware of how your actions are perceived.

5. Case Study: Successful Global Business

Company XYZ expanded into Asia by:

- Conducting extensive market research.
- Partnering with local firms to understand cultural nuances.
- Offering culturally tailored products and services.

Terminology

<i>English Term</i>	<i>Arabic Translation</i>
Global Business	الأعمال العالمية
Cultural Awareness	الوعي الثقافي
Communication Skills	مهارات التواصل
Networking	بناء الشبكات
Adaptability	التكيف
Language Skills	مهارات اللغة
Legal and Regulatory Differences	الاختلافات القانونية والتنظيمية
Economic Instability	عدم الاستقرار الاقتصادي
Emotional Intelligence	الذكاء العاطفي
Market Research	أبحاث السوق