

# CULTURE EXHIBITION

INTRODUCTION TO INTERNATIONAL BUSINESS:  
GUIDELINE FOR STUDENT'S ACTIVITY



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HASNI BINTI HASHIM


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**CELEBRATE THE DIVERSITY**

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## **CULTURE EXHIBITION– INTRODUCTION TO INTERNATIONAL BUSINESS: GUIDELINE FOR STUDENT'S ACTIVITY**

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# **PREFACE**



DEAR EDUCATORS AND FACILITATORS,

IN THE REALM OF ACADEMIA, WHERE KNOWLEDGE IS BOTH A TORCH AND A GUIDE, THE ROLE OF A LECTURER IS PIVOTAL. THIS BOOK IS CRAFTED AS A COMPANION FOR YOU, OFFERING INSIGHTS, STRATEGIES, AND INSPIRATION FOR CURATING AND SUPERVISING STUDENT EXHIBITIONS. AS STEWARDS OF LEARNING, YOU PLAY A CRUCIAL PART IN NURTURING THE CREATIVE SPIRIT WITHIN EACH STUDENT. THIS GUIDE IS A TESTAMENT TO THE COLLABORATIVE JOURNEY OF MENTORSHIP AND EDUCATION.

MAY IT EMPOWER YOU TO SHAPE ENGAGING, ENRICHING, AND IMPACTFUL EXHIBITION EXPERIENCES FOR YOUR STUDENTS, ALL WHILE ACHIEVING THE DESIRED RUBRIC STANDARDS.

# PREFACE



HI STUDENTS!

IN THE INTRODUCTION TO INTERNATIONAL BUSINESS COURSE, THE CULTURE EXHIBITION STANDS OUT AS A UNIQUE ASSESSMENT METHOD. THIS APPROACH CALLS FOR STUDENTS TO SHOWCASE AND ELUCIDATE THE CULTURAL NUANCES OF CHOSEN COUNTRIES, AIMING TO RAISE AWARENESS AMONG THE AUDIENCE ABOUT THE DIVERSE ASPECTS OF CULTURE.

THIS BOOK IS DESIGNED TO BE YOUR PROJECT MODERATOR, SIMPLIFYING THE PROCESS FOR YOU. IT SERVES YOU THROUGH THREE DISTINCT PHASES, GUIDING YOU THROUGH THE STEPS NECESSARY FOR EXHIBITION PREPARATION.

BY FOLLOWING THE GUIDANCE WITHIN, YOU'LL NOT ONLY STREAMLINE YOUR EXHIBITION PREPARATION BUT ALSO ENHANCE THE OVERALL OUTPUT. THIS BOOK IS YOUR KEY TO ACHIEVING A HIGH SCORE IN THE ASSESSMENT, ENSURING A SUCCESSFUL AND IMPACTFUL PRESENTATION.

# OVERVIEW

# 66

THIS BOOK IS A COMPREHENSIVE MANUAL DESIGNED TO NAVIGATE STUDENTS AND INSTRUCTORS THROUGH THE INTRICACIES OF ORGANIZING A CAPTIVATING CULTURAL EXHIBITION. DIVIDED INTO THREE KEY PARTS, THE BOOK ILLUMINATES THE PRE-EVENT, DURING-EVENT, AND POST-EVENT PHASES.

"EMBARKING ON THE JOURNEY" IN IS AN ENLIGHTENING EXPLORATION INTO THE ART OF SELECTING AND DEVELOPING CULTURAL SHOWCASES. THE CHAPTER GUIDES READERS THROUGH THE METICULOUS PROCESS OF PREPARATION, EMPHASIZING THE IMPORTANCE OF ALIGNING THEIR EXHIBITS WITH A RESONANT THEME.

"THE GRAND SPECTACLE" EMERGES AS THE FOCAL POINT WHEN THE EXHIBITION DRAWS NEAR, TRANSFORMING IT INTO A LIVELY AND CAPTIVATING SHOWCASE THAT NOT ONLY ENTERTAINS BUT ALSO EDUCATES, CREATING AWARENESS ABOUT DIVERSE CULTURES. THIS SECTION DELVES INTO THE LOGISTICS OF SETTING UP VIBRANT BOOTHS, ORGANIZING CAPTIVATING PERFORMANCES, AND ENSURING A SEAMLESS FLOW OF EVENTS.

IN THE CONCLUDING PART, "HARVESTING MEMORIES," THE BOOK SERVES AS A MENTOR, GUIDING STUDENTS THROUGH REFLECTIVE INTROSPECTION ON THEIR CULTURAL EXHIBITION JOURNEY. THIS SECTION EMPHASIZES THE IMPORTANCE OF EVALUATING PERSONAL GROWTH AND EXPERIENCES GAINED THROUGHOUT THE EVENT. IT PROVIDES VALUABLE INSIGHTS INTO THE ART OF COMPILING PORTFOLIOS, ALLOWING STUDENTS TO SHOWCASE NOT ONLY THEIR CULTURAL ACHIEVEMENTS BUT ALSO THE PROFOUND LESSONS LEARNED. BY DOING SO, THE EXHIBITION IS TRANSFORMED INTO A POWERFUL AND MEANINGFUL ASSESSMENT TOOL, CAPTURING THE ESSENCE OF THE STUDENTS' CULTURAL EXPLORATION AND DEVELOPMENT.

# ABOUT PROJECT TEAM

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# AUTHOR & EDITOR



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## About Culture Exhibition



The Culture Exhibition is a dynamic assessment in our International Business course. Students delve into real-world scenarios, crafting presentations that illuminate cultural nuances impacting global commerce. This hands-on evaluation ensures a deep understanding of cross-cultural dynamics, preparing future professionals for success in the international business arena.

## About Introduction to International Business Course



Our cross-programme International Business course within the Commerce Department is a comprehensive journey into the intricacies of global markets. Students learn strategies for market entry, navigate diverse cultural landscapes, and hone skills to thrive in international business. It's a holistic approach preparing future professionals for success in a globally connected business world.

4

EASY TIPS FOR

GOOD PRESENTATION

CULTURE EXHIBITION



# 1

## KNOW YOUR AUDIENCE

Tailor your content to the needs and interests of your audience. Whether it's a formal presentation or a casual talk, understanding who you're speaking to will help you connect and communicate effectively.

## ENGAGING VISUALS

Use visuals wisely to enhance your message. Slides, images, or props can make your presentation more engaging and memorable. Keep them simple, relevant, and visually appealing to support your key points.

# 2

# 3

## PRACTICE

Rehearse your presentation multiple times. This will not only help you become more familiar with your material but also boost your confidence. Practice in front of a mirror, record yourself, or present to a friend to get valuable feedback.

## INTERACTIVE ELEMENTS

Involve your audience to keep them engaged. Ask questions, conduct polls, or encourage discussions. Interactivity creates a dynamic and participatory atmosphere, making your presentation more memorable and impactful.

# 4



# STAGES TO SET UP EXHIBITION



CULTURE EXHIBITION

# *Stage 1*

# *Embarking on the journey*

WHAT YOU NEED TO PREPARE BEFORE EVENT

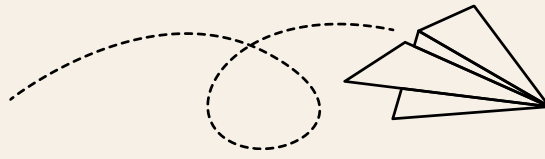


# 01

## *Establish the list of countries.*

To assist with the planning of the exhibition, compile a list of nations where booth inclusion is feasible.





START AMAZING

# Travel

TAKE YOUR AUDIENCE ON A CULTURAL JOURNEY, HELPING THEM EXPLORE AND UNDERSTAND THE RICH TRADITIONS AND CUSTOMS OF THE COUNTRY.



# SUGGESTED COUNTRIES

Singapore

Australia

India

France

Indonesia

United Kingdom

Saudi Arabia

Canada

China

South Korea

Qatar

Russia

United States

Thailand

South Africa

Turkey

Japan

Malaysia

Germany

Vietnam

*or any other relevant country*



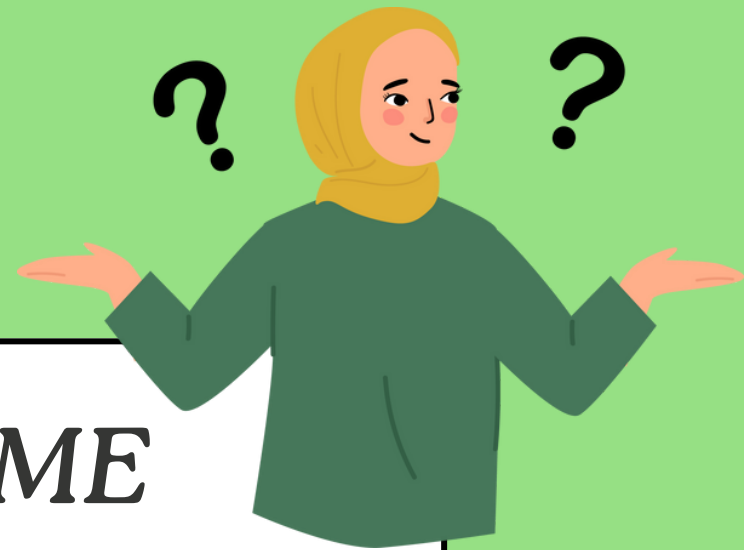
# 02

## *Set the theme*

Having an exhibition theme serves the purpose of offering a cohesive and guiding concept that elevates the overall coherence and significance of the featured artworks or displays.







## ***SUGGESTED THEME***

**A** ***Customs***

**B** ***Belief***

**C** ***Language***

**D** ***mix and others***

# 03

## *Identify the scale of the exhibition*

This holds significant importance as it will impact the budget, choice of venue, audience size, facilities, and various other aspects.



# SIZE OF THE AUDIENCE



# 04

## *Locate a suitable venue*

The venue should be capable of accommodating both the theme and the size of the group.



# 05

## *Set the budget*

Ensuring compliance with the budget is crucial, whether it's a zero budget or the allocated budget.



CULTURE EXHIBITION

# YOU MAY NEED TO ALLOCATE BUDGET FOR:

01

DECORATION

02

PRINTING

03

RENT A COSTUME

04

FOOD PREPARATION

05

DOORGIFT

06

PRIZE FOR THE WINNER (IF  
TURN THE EXHIBITION INTO  
COMPETITION)

# 06

## *Having proper paperwork is crucial.*

Paperwork is necessary for obtaining consent and ensuring documentation of agreements or permissions. It also serves to establish a legal and formal framework, providing a tangible record of transactions, decisions, and crucial information.



# PROPER PAPERWORK MUST HAVE:

- ✓ Date, venue and tentative of the event
- ✓ Objective and justification of the event
- ✓ Number of participants that may involve
- ✓ Committee's organization chart
- ✓ Budget for the event
- ✓ Gantt Chart



07

## *Assign a referee*

You have the choice to appoint a referee if you decide to formalize it as a competition.



# 08

## *Rubric is a necessity.*

A rubric serves to establish explicit criteria and guidelines for the evaluation and assessment of performance or work, ensuring a consistent and transparent evaluation process.



# ATTENTION

A rubric functions similarly to a work map. It makes it simpler to comprehend and fulfill the requirements since it makes it clear what is expected of you. It's similar to having a guide that clarifies for you exactly what you must do in order to achieve. With rubrics, grading is transparent and equitable because all parties are aware of the guidelines and the method of scoring.

→

# *Stage 2*

## *The Grand Spectacle*

THINGS YOU NEED TO HAVE DURING THE EVENT



# 01

## *Teamwork*

It amplifies diverse perspectives, efficiently distributes tasks, promotes creativity, and ensures seamless coordination—resulting in a vibrant and cohesive showcase that celebrates cultural richness collaboratively.



# 02

## *Effective communication*

The communication that binds everything together on the day of the event is essential. Everyone involved will benefit from efficient coordination, prompt problem-solving, and an enjoyable, well-planned experience when there is clear and timely communication. —→

CULTURE EXHIBITION

# 03

## *Fresh and unique*

A fresh and unique booth is a key ingredient for a standout presence at an event. It captivates attention, sparks interest, and sets the tone for an engaging and memorable experience for attendees.





PREPARATION FOR  
BOOTH



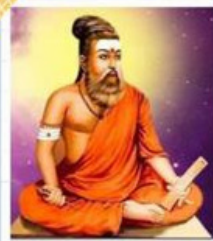




## TOOLS THAT CAN BE USE



literary or musical work that evokes an emotion or feeling in the reader or audience, but cannot be described.



Hinduism, Jainism, and Buddhism were the three major religions that prevailed in the Tamil region predating the Common era, as early as the Sangam period.



Solutions: In India, the traditional salutation is to put the palms together in a motion that resembles a prayer, called a



A complex and varied system that includes several facets of social structure, caste system, family dynamics, and community interactions characterises India's social organisation.



Recent decades have seen substantial changes in India's technology and material culture as a result of the country's rapid economic expansion, globalisation, and technological advancements.



PRESENT TO THE  
AUDIENCE



# *Stage 3*

## *Harvesting Memories*

WHAT YOU NEED TO DO AFTER THE EVENT



# 01

## *Perform post-mortem*

It is vital for reflection, learning from experiences, and refining future strategies. It enables us to celebrate successes and address areas for improvement effectively



CULTURE EXHIBITION

# 02

## *Prepare a report*

A post-cultural booth exhibition report is crucial for assessing successes, identifying areas for improvement, and providing insights for future planning, ensuring continual growth and enhancement of future events.



*Did you find  
this helpful?*

DON'T FORGET TO SHARE THIS WITH  
YOUR MEMBER

**UNITY IN DIVERSITY**



**TOGETHER**

*We are*

**STRONGER**





THANK YOU

FOR READING



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