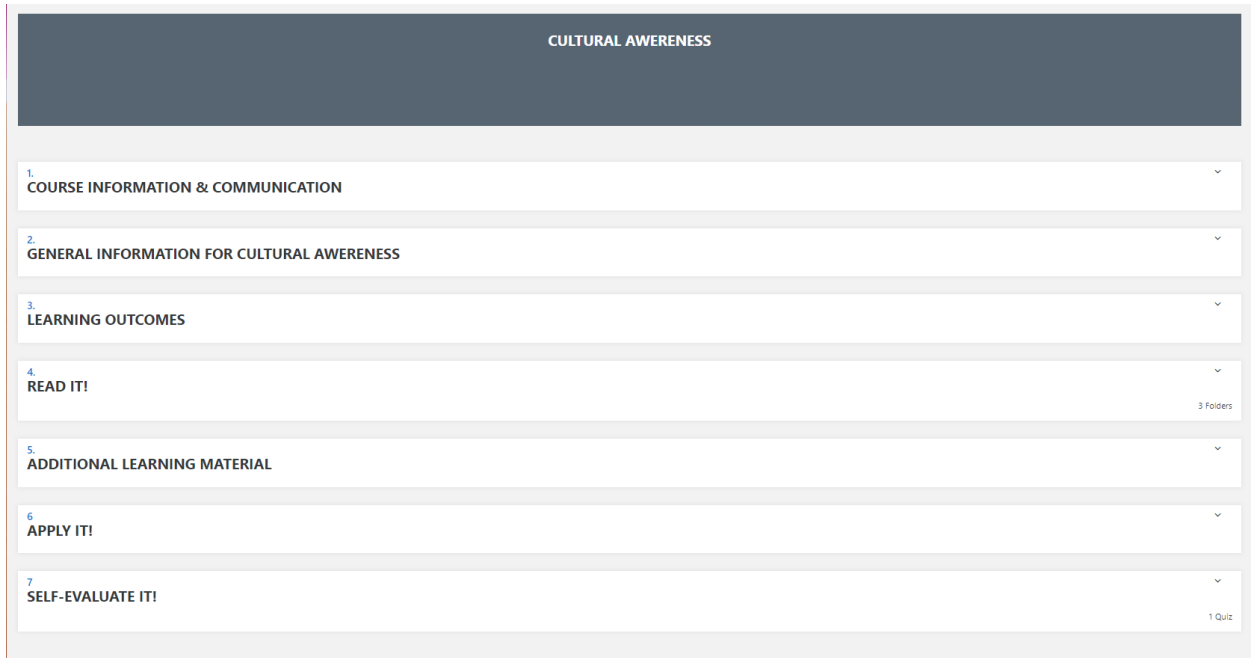


MODULES & SELF-ASSESSMENT TESTS

MODULES:

- Every module looks like the image below. It has 7 sections.



- You can see the content of each section by clicking to top right arrow.

2. GENERAL INFORMATION FOR CULTURAL AWARENESS

Cultural differences may be a challenging issue when entrepreneurs are moving into international markets and regions. Knowing what is and is not permitted or expected or considered legitimate by social and cultural standards is key to developing successful social entrepreneurial strategies and operational plans. Coming from the 'outside' may support creation of opportunities provided that the entrepreneurs have an openness and tolerance for the cultural differences they are facing. The entrepreneur must also be able learn about the new culture and use this knowledge to communicate effectively with partners and stakeholders.

This competence has the following descriptors:

- Identify and analyse dimensions in another culture

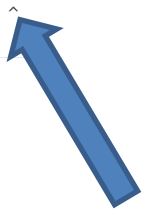
To be able to fully understand a specific context's culture, it is important to be able to identify and analyse different cultural dimensions to be able to act in a good way in the context. The analysis may include nine cultural dimensions: Power Distance, Uncertainty Avoidance, In-group Collectivism, Institutional Collectivism, Gender Egalitarianism, Performance Orientation, Future Orientation, Human Orientation and Assertiveness.

- See positive and negative aspects of cultures and tolerate differences

Our own culture provides us with lenses that shape how we understand social problems in other cultures and whether we see them. Having the ability to utilise this insight and awareness is the foundation for developing a tolerance towards cultural differences. Having other 'cultural lenses' also enable recognition of new opportunities.

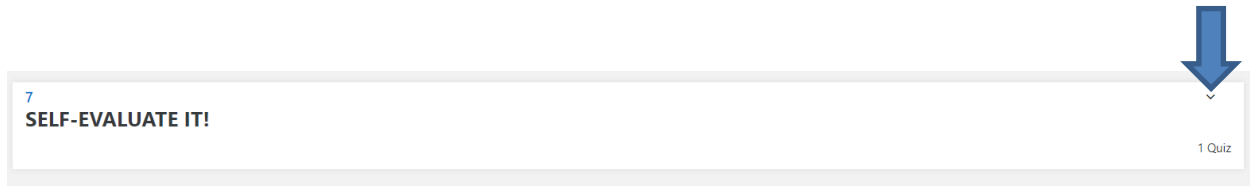
- Manage differences by communicating effectively, and see opportunities from having an 'outsider perspective'

Different cultural norms, standards and expectations may lead to misunderstandings and difficulties when collaborating with customers and stakeholders from other cultures. Hence, being able to communicate effectively is very important at all stages in the entrepreneurial process. In addition, when entering new contexts, experiences and knowledge from other contexts might be beneficial for the context being entered, too. Therefore, being able to utilise prior experience and knowledge might be important to be able to create value.

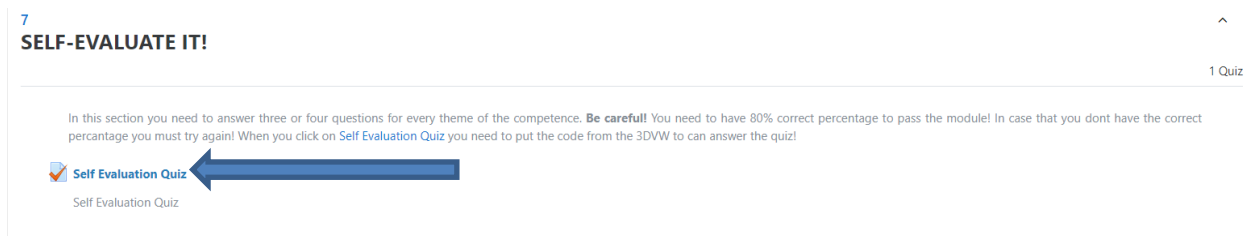


SELF-ASSESSMENT TESTS:

- Go to SELF-EVALUATE IT section and click on the top right arrow to expand the section content.



- Click on Self Evaluation Quiz



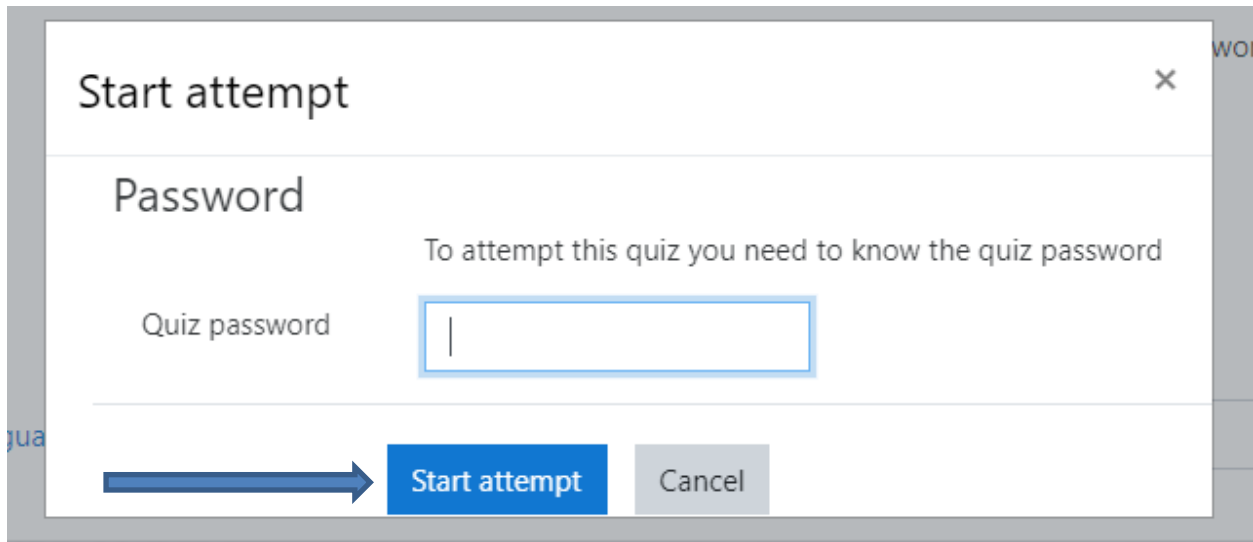
- Click on Attempt quiz now

To attempt this quiz you need to know the quiz password

Grading method: Last attempt



- To attempt the quiz you need to know the quiz password. This password is given to you from 3DVW when you complete the scenario of the module. Write the password and click on Start Attempt.



- The self-assessment test looks like the picture below.

Question 1
Not yet answered
Marked out of 1.00
Flag question
Edit question

Why is analysing the culture in a context important for a social entrepreneur?

Select one:

- An entrepreneur should always understand a context's culture such that the entrepreneur's activity can run without problems
- Obtaining good culture will improve the chances for business success
- A cultural analysis is a mandatory part of an entrepreneur's business plan
- Understanding different dimensions that are important for a culture in a context might help the entrepreneur in creating value

Question 2
Not yet answered
Marked out of 1.00
Flag question
Edit question

How can insights about culture and cultural change benefit an entrepreneur?

Select one:

- By knowing the constituents of a culture and how a context's culture could change by external influence, an entrepreneur could prepare a solution that fits the cultural changes
- Using the culture and feelings of the customers in the entrepreneurial activities might increase sales and prices, giving more profit to the entrepreneur
- As a culture changes, it is important to identify these changes such that marketing material is updated to fit these changes
- If the entrepreneur knows the culture, it is easier to get the necessary deals for doing business

Question 3
Not yet answered
Marked out of 1.00
Flag question
Edit question

How can cultural dimensions help the entrepreneur in the value creation?

Select one:

- It is impossible to start and operate a business without having insights in all the dimensions of a culture in a context
- Knowing the different dimensions will make the entrepreneur more popular and make people more interested in working with the entrepreneur and buying the entrepreneur's products
- Knowing the different dimensions will give the entrepreneur additional channels for sales
- Having insights about the different dimensions of a culture, and understanding how these dimensions are interconnected, might reveal