

Culture and International Business Workshop

Hosted at the

University of Northern Iowa

In Cedar Falls, Iowa USA

July 26 to August 8, 2026

The University welcomes any undergraduate student to participate with other students from around the world.



Objectives

- To assess a participant's cultural intelligence and its importance
- To understand various viewpoints of global issues
- To explore the global environment as detailed in the United Nations 17 Sustainable Development Goals
- To be able to adapt to various cultural situations in the international business environment
- To comprehend how values and norms around the world can impact how business relationships work.
- Build international relationships





Drive

- Interest, confidence, motivation

Cultural Intelligence

Knowledge

- Understanding intercultural differences

• *Prior to arriving:*

- Pre-program assessment

• *During the program:*

- Set personal goals
- Cultural activities and discussions

• *End of the program:*

- Second assessment
- Discussion on group and personal changes

Strategy

- Making sense of cultural differences accordingly

Action

- Changing verbal and nonverbal actions cross-culturally





Projects

Multi-cultural teams work on chosen goal

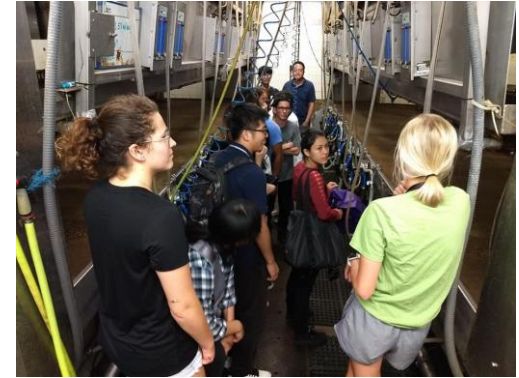
Speakers

- Sample topics
 - Leadership
 - Negotiations
 - Global Supply Chain
 - Communication Styles



Company Visits

- John Deere Operations
- Target Distribution Centers
- Kemin Industries
- Hanson Dairy
- Kryton Metals
- BOSSARD



Cultural Activities

- Country cultural events planned by student participants including food
- Sunday afternoon in the Iowa countryside
- Baseball game





Amenities

- The workshop is held at the University of Northern Iowa Campus
- Participants will stay in the student housing facilities with a personal bedroom
- Meals will be provided either on campus or when traveling in restaurants.
- Transportation to all planned activities is included.
- All instructional materials are provided in the program fees.

Costs and Contact

Program price

- The cost per student participant is **22 50USD** paid in full by **June 15, 2026**. (July 26 to August 8, 2025). *Each additional night living on the UNI campus will cost an additional \$80 per night.*
- *Participants are responsible for their own visa and flight expenses.*

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