**Introduction to Management**

Student Name

Institution Affiliation

Date

**Part Two**

1. **Explain why studying business is important.**

The study of business is essential in various areas since it affects the daily activities of all people as they invest, travel, work, spend or play (Picincu, 2019). Through studying business, one develops essential communication skills and marketing skills, which are necessary for business. The study of business demonstrates how several areas of study can get combined in productive activities. One studying business learns about accounting and budgeting and thus knows more about financial management (Picincu, 2019). Besides, the study of business help one to unlock the entrepreneur inside of them and leave their mark in the world. Business helps one to develop their entrepreneur skills and the desire to be their own boss.

**B) How do social and cultural differences create barriers to international trade?**

International trade is faced with various barriers which limit successful trading activities. Social and culture are the main barriers to international trade. Differences in cultural activities make it difficult to conduct trade in foreign countries. Due to cultural differences, people from different cultures find it challenging to communicate (Brautzsch & Holtemöller, 2021). This is due to a lack of knowledge on emerging markets and the problem of foreign market entry. Culture and social barriers entail language barriers, religious attitudes, and values that challenge the international market.

1. **Provide a brief overview of your business experience.**

I have had business experience in the field of a digital marketing manager. I worked in a company known as Baumax enterprises. As the marketing manager, I proposed potential business opportunities with big companies. I also assisted in the creation of new catalogs and press releases. I also conducted primary research to understand what customers preferred the most. During the two years I worked for the company, high profits got recorded.

**References**

Brautzsch, H., & Holtemöller, O. (2021). International trade barriers and regional employment: The case of a no-deal Brexit. Journal of Economic Structures, 10(1). <https://doi.org/10.1186/s40008-021-00241-9>

Picincu A. (2019). The Reasons Why it Is Important to Study Business. <https://careertrend.com/the-reasons-why-it-is-important-to-study-business-13661478.html>