

Cross-Cultural Communication

for International Business

【Targets】

To understand what culture is

To recognize the cultural differences

To study the cultural dimensions theory

To apply the philosophy properly in varied societies

To avoid conflict in international business

To obtain the abilities for cross-cultural communication

本课程预期达到以下目的：

- 充分认识文化的内涵
- 掌握客户与我们的文化差异
- 掌握跨沟通的核心原理；
- 在不同社会中合理运用不同的思维
- 在业务中避免国际交流冲突
- 针对国际采购/国际营销/跨国服务类企业目标群体促进跨文化沟通及管理的有效应用。

【Duration】 1-2 (6-12H)

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【培训提纲】

I. Cultural phenomenon and fundamentals

1. **Case study: Cultural phenomenon in global activities**
2. What is culture?
3. Stereotype for culture
4. Culture shock
5. Revised culture shock

II. Cultural types

1. **Case study : How to motivate the varied people---clients or colleagues?**
2. How to distinguish the cultural types of the clients from different countries?
3. **Cultural Value Dimensions** variation
4. How do the cultural values affect the management for an enterprise's internationalisation process?
 - a) **ethnocentrism**
 - b) **polycentrism**
 - c) **regionalcentrism**
 - d) **geocentrism**

III. Cultural awareness in international communication

1. Do you know the cultural features of your own culture?
2. How to get closer to other cultures as an outsider?
3. Levels of culture--- The Onion Model
4. **Case study:** Method for linking the clients in international business

IV. Cultural differences and philosophies

1. **Case study: How does the cultural conflict generate? How to avoid it?**
2. 3-steps for cross-cultural communication
3. Hofstede's Cultural Dimension
 - a) Power Distance
 - b) Uncertainty Avoidance
 - c) Individualism vs. Collectivism
 - d) Masculinity vs. Femininity
 - e) Long Term vs. Short Term
4. **Case study: Is it always the same between a leader and an employee in different culture?**
5. Trompenaars' Cultural Dimension
 - a) universalism vs. particularism
 - b) Individualism vs. communitarianism
 - c) Neutral vs. Affective
 - d) Specific vs. Diffuse
 - e) Achieved status vs. Ascribed status
 - f) Time orientation
 - g) Internal & External orientation
6. **Case study: Which philosophy will apply to you when working?**

V. Tactics for cross-cultural communication

1. **Case study : Is there any relevance between language performance and a joke?**
2. Is there a short-cut for keeping communication lines open?
3. To understand the very meaning of the foreign speakers
4. How to use your hummer for cross-cultural communicating
5. **Application: Design your business activities by using Cross-cultural communication tool**