

Intercultural management and negotiation strategies (Englisch)

Agenda

- Basics of communication and international negotiation strategies
- Body language and its role in the negotiation process
- Peculiarities of doing business internationally and interculturallly
- Management styles and negotiation strategies: examples from different cultures
- Field reports from various countries and economic regions

Goals:

Many international business projects collapse, because the parties to such projects do not have a profound understanding of their partners' national culture and ways of doing business. Thus, international business is not only about a good product developed together and favorable contract conditions; it is about the knowledge of your business partners' (typical) ways of behavior, mentality, habitual practices. The module discusses the theoretical and practical basics of intercultural management. Numerous studies of different countries will inform the participants about the essential cultural facts, mentality, patterns of behavior typical of this or that country and its citizens. The ultimate goal is to provide the necessary background for successful business relations and negotiations.



Export-
Akademie
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Steinbeis-
University
Berlin
SHB

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Steinbeis University Berlin*

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EUR 950,00 inkl. MwSt.

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