



Baden International Business School
Switzerland



Training Workshop Module on

Intercultural Communication

Location: Baden International Business School, Baden, Switzerland

Date, workshop duration and fee: To be established in consultation with the group of participants depending upon the depth required and the inclusion of other modules in the training programme.

Content: This training module aims to enhance the ability of the participants to understand important differences in national cultures, and how to communicate and negotiate effectively taking these differences into consideration:

- ◆ Hofstede's national cultural dimensions (Individualism vs. Collectivism, Long-term orientation vs. Short-term orientation, Power distance, Uncertainty avoidance, Masculinity vs. Femininity);
- ◆ Fons Trompenaars cultural dimensions (Universalism vs. Particularism, Neutrality vs. Affectivity, Specificity vs. Diffuseness, Achievement vs. Ascription, Internal vs. External control, Individualism vs. Communitarism, Time Orientation);
- ◆ The significance of risk facing in business;
- ◆ Historic roots of individualism / collectivism;
- ◆ Correlation between national cultural dimensions and other parameters;
- ◆ The interrelation of national cultural dimensions and business negotiations;
- ◆ Globalisation and trends in culture.