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## COURSE DESCRIPTION

# CHW059 – Intercultural Communication with Korean Business Partners

### Course goal

In this course, you learn about history, politics, religion, and economics and their relevance to current business relations with your business partners of the other culture.

### Main learning objectives

Upon completion of the course, you will be able to

- list typical characteristics of companies and management in South Korea, and their link between historical, social and cultural aspects of South Korea
- interact in a proper way with Korean people in different positions by knowing the business etiquette in South Korea at the meeting, presentation and negotiation
- specify Do's and Taboos in South Korea
- use the basic language skills required for communication in business situations, to understand Korean's English accent and to be able to read and interpret basic Korean's body language
- visualize entertainment culture after work
- detect the important information to stay, travel, work and enjoy in South Korea.

- Business Customs and Protocol  
Setting Appointments / Venue of the Meeting / Arriving at the Meeting / Business Dress / Exchanging Business Cards / Addressing Your Business Counterpart / Introductory Topics / Business Presentations / Proper Follow Up
- Negotiating Tactics  
Prices / Bargaining / Concessions / Body Language / Overcoming an Impasse / Decision-Makers / Reaching an Agreement
- Business Entertainment  
Where to Entertain / Local Cuisine / Health Precautions / Table Manners / Proper Conversations / Discussing Business / Drinking / Toasting / Tipping
- Social Etiquette  
Greetings / Using Names / Proper Gestures / Eye Contact / Dress / Topics to Avoid / Dos and Taboos

### Participant profile

Employees dealing directly with South Korean business partners, ABB-Delegations visiting South Korean business partners or politicians.

### Prerequisites

Function according to "Participant profile" and the ability to recognize, accept, and adapt to cultural diversity.

### Topics

- Business Travel  
Arrival / Transportation / Safety / Health / Tipping / Business Hours / Clothing / Travel Tips

### Course type

This is a face-to-face class room training with min. 8 and max. 12 participants.

### Learning methods and tools

Interactive workshop; lectures, group discussions, authentic practical examples, role-plays and case studies.

**Laptop** or tablet is required to have access to the e-documentation. Please bring your own device.

### Duration

1 day