

COURSE DESCRIPTION

CHW051 – Intercultural Communication with Japanese 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

- get an insight into Japan as a country and know what made Japan and the Japanese so ‘unique’
- understand Japanese business culture by analysing its basic structure
- learn and familiarise yourself with basic social and business etiquettes in preparation for various business situations.

Participant profile

Anyone who is dealing with Japanese business Partners.

Prerequisites

Readiness to be positively inspired from and effectively interact with your current or future Japanese business partners.

Topics

- Japan – Overview
Country – History – Language – Regional Differences – Religion and philosophy
- The Japanese mindset
How they perceive themselves and others – “Uchi” and “soto”
Island mentality – “shimaguni- konjo”
Group mentality vs. individualism
Confucianism – impact of hierarchy in everyday life
- Japanese business culture
Basic structure
Keiretsu (family and group)
Japanese company vs. western company vs. mixture of both
Decision making process “Nemawashi” and

“Ringisho”

Time factor – how do they plan? How do they work?

Characteristics of Japanese Market

- Business principles and values (old and new)
“Wa” – harmony
“Kaizen” and “Doryoku”- on-going improvement and making effort
“Hoshi bunka” – service-minded culture – ‘Customer is God!’
Quality and dependability
- Basic language skills
Business vocabulary
Different levels of politeness for different people – different usage of language
- Basic social and business etiquettes / body language

Course type

This is a face-to-face class room training with min. 6 and max. 12 participants.

Learning methods and tools

After being sensitized on your cultural perception and its impact on thinking and communication styles, the training will focus on Japan. The training will be a balanced mixture of interactive exercises and lecturettes using authentic and up-to-date case studies and relevant critical incidents.

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

Duration

1 day