Business Etiquette and Intercultural Competence

**Objective**

- Familiarizing young researchers with modern international business
etiquette and the conventions of intercultural communication in different
professional contexts beyond academia
- Defining different international communication styles and preparing the
participants to deal with a variety of social and business situations such as
business meetings and meals, networking events and conferences

**Description**

More than ever, sophisticated communication abilities and social skills are vital to
one’s professional career in academia. This practical seminar helps you to master the
art of business etiquette and intercultural communication in various social settings.
Main subjects include the most important rules of business communication and con-
duct, the importance of the individual appearance and the first impression, emotion-
al intelligence as well as creative and engaging conversational techniques.
- The importance of the first impression, strategic individual appearance and
the art of small talk for academics at conferences
- Parameters of German and international business communication
- Do’s and don’ts of intercultural communication
- How to come across as relaxed, self-confident and professional in business
meetings
- The parameters of non-verbal communication
- Efficient and targeted conversational techniques for academics

**Methodology**

We will look at best-practice examples of intercultural communication, focusing on
the academic environment. Participants will also practice how to behave and act in
various business settings and how to deal with behavioral codes outside of academia.
This practical workshop is based on group discussions and exercises. At the end of the
seminar, participants will have a ‘toolbox’ with individual techniques which they
can use successfully in their daily work life, mastering a variety of challenging social
situations.
- Trainer input and supervision
- Group discussions
- Role playing games and exercises
- Small-group exercises and presentations

**Organizational Information**

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Doctoral Candidates at all stages and Postdocs from all faculties</td>
</tr>
<tr>
<td>Date</td>
<td>Monday, 13 January 2020, 9:00 – 16:00</td>
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<tr>
<td>Registration</td>
<td><a href="#">For registration click here</a></td>
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