

Riversdown House

Special Language & Culture Course (1 or 2 weeks)



Get the most out of your language studies by combining your intensive language course at Riversdown with thorough analyses of cultural factors in doing business with countries you deal with.

Accordingly, Riversdown offers special Language-plus-Culture courses, where language instruction will be interspersed with one-day seminars on 1 or 2 cultures specified by the client. On a chosen day each week, an intensive analysis of a particular culture will be delivered, in English, by an expert on the country concerned.

The accompanying synopsis example on China shows you roughly the structure of the programme. All books and take-away materials are included.

Price: GBP 3620 for 1 week (1 culture covered)
GBP 7240 for 2 weeks (1 or 2 cultures covered)

(tuition, accommodation, all meals, transport to and from the airport and the unlimited use of the infrastructure is included)

Doing Business with China (Cultural Factors)

One-day synopsis

- What is culture? Roots and Routes of Culture
- Stereotyping
- Areas of cultural misunderstanding
- Different layers of culture (regional etc.)
- The 3 categories of culture
 - linear-active, multi-active, reactive
- The Chinese category (reactive)
- Human Mental Programming
 - USA, UK, Germany, China, Switzerland
- Freeing oneself from the past
- Large transfers of power (wartime)
- Peaceful large transfer of power
- Transfers of power (21st century)
- Life within horizons
 - USA/France
 - China/Switzerland
- Human rights priorities
- Chinese decision making
- Advancement & reflection
- National Communication Patterns
 - Germany, UK, China
- Listening habits
 - Germany, USA, China, Switzerland
- Leadership styles
 - Sweden, France, Germany, USA, UK, China
- Language of management
 - Germany, USA, UK, China
- Motivation factors – China
- Meeting styles
 - linear-active
 - multi-active
 - reactive (including China)
- High & Low context cultures
- Reactive teams – performance
- Cultural anchorages
- Anchorages, habitats, regional agendas
- Analysis of reactive world – values & communication style
- Chinese view of Linear-active & Multi-active Europeans
- Chinese view of semi-reactive Europeans
- Mega-city diversity
- Things that can go wrong in China
- Solutions