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Business Culture in Germany

Working effectively with Germans

In today's global business environment, being aware of culture is key to developing successful business strategies and valuable business relationships.

Germany has a distinct business culture which underpins the way things are done in a work-related environment and which needs to be understood in order to ensure effective collaboration.

In this course, students will further develop their intercultural competence by identifying and analysing cultural values and its impact on international business. The theories of culture, the understanding of cultural concepts and dimensions will be introduced to gain a deeper knowledge of German Business Culture

This online course will provide students with:

- An Overview of German culture: history, religion, beliefs and customs
- A better understanding of the key drivers that motivate Germans
- Greater awareness of German business culture and etiquette, such as: time management, communication, hierarchy, authority and pragmatism
- Practical strategies for doing business more effectively with Germans
- Reflection and discussion on preventing and dealing with cultural clash and conflict

Methods: online lecture, group work, analysis & evaluation of case studies, reflection.