

Intercultural Competence: Gaining New Perspectives

Workshop Overview

Cultural knowledge gives organizations an advantage when selecting the best market entry strategy. It allows them to select from a broader range of strategies, some being beyond the reach of those with little knowledge of the target market's culture. Culture not only impacts the selection of a market entry strategy, but also the strategies used for risk management, negotiations, product and service design, marketing, sales and delivery. Intercultural competence is described in this workshop, but the knowledge and skills addressed can be applied to all functions of international trade. The ability to act appropriately and effectively in another cultural context is referred to as intercultural competence.

This workshop covers the knowledge and skills that create cultural competence and how they can be used to develop and maintain intercultural relationships outside of and within organizations.

Workshop Structure

Module 4 of the International Market Entry Strategies course.

This is the fourth of four workshops for the course International Market Entry Strategies. Each workshop explores a facet of launching a new international venture.

This workshop can be completed as a stand-alone learning module within the FITTskills framework.

Workshop Details

Workshop Fee: USD 500

Workshop Duration: 4 hours

What's Included

- Workshop eBook
- Video resources
- Guiding notes to facilitate tracking of key concepts
- Case studies offering real-life examples
- Sample exam questions to demonstrate exam format and help you practice for your final assessment
- Access to the multiple-choice online exam
- Essential international trade skills to help you compete in today's integrated global marketplace

Workshop Learning Outcomes

Upon completion of this workshop, participants will be able to:

- Describe how international trade practitioners can achieve intercultural competence.
- Explain how intercultural competence can benefit international trade initiatives.
- Build and sustain mutually beneficial business relationships with global suppliers, clients and associates.