

# One week of intensive German business language and corporate culture

Improve your German and learn how to apply it!

Learn how to trade professionally and successfully in Germany!



## The Seminar offers:

**“Trading successfully in Germany.  
Introduction into German business language and German corporate culture”**

### Location/Course Dates:

05.08.2016 - 12.08.2016 Vlotho/Germany  
04.06.2016 - 12.06.2016 Gothenburg/Sweden  
21.05.2016 - 29.05.2016 Stockholm/Sweden

**Applications to:** [info@aubiko.de](mailto:info@aubiko.de)



**Seminar: “Trading successfully in Germany.  
Introduction into German business language and German corporate culture”**

You learned German in school but already forgot a lot of it?

You would like to start a career in Germany, but do not know what to pay attention to in terms of culture?

You would like to learn to better understand your German business partner?

You would like to obtain basic knowledge regarding German law, marketing and sales?



**Seminar: “Trading successfully in Germany.  
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In the mornings, this course will focus on **the German language in an economic context** and in the afternoons it will look at **German corporate culture with emphasis on the content and cultural aspects of it**. The modules in the afternoon will be held in English. It is possible to book these modules as a complete package or separately. In the evening you will have the opportunity to take part in our casual discussion groups, which will be held in German, allowing you to apply what you have learned. During mealtimes you will sit with German native speakers and that will allow you to speak and practice your German. The course will always be accompanied by enough native German speakers.



# Daily Schedule

Time	Seminar schedule
07:00 – 09:00	Breakfast
09:00 – 11:00	Business German and language structures
11:00 – 11:30	Coffee break
11:30 – 13:00	Business German and language structures
13:00 – 14:30	Lunch
14:30 – 16:00	Entrepreneurial and business fundamentals
16:00 – 16:30	Coffee break
16:30 – 18:00	German business culture and management styles
18:00 – 19:30	Dinner
from 19:30 onwards	An hour of group discussion in the evening

# Basic schedule for the week

Day	Seminar schedule
Friday 18:00	Arrival, dinner and getting to know each other
Saturday to Thursday	09:00 – 13:00: intensive business German 14:00 – 18:00: business basics and German corporate culture
Friday	Applying your newly gained knowledge – a trip to a German company and intercultural training together with German employees
Saturday	09:00 – 13:00: intensive business German 14:00 – 18:00: business basics and German corporate culture
Sunday	Departure after breakfast

## **Module I: Business German and language structures (09:00 – 13:00)**

In the mornings we will familiarize you with “intensive corporate German”. You will practice communication in everyday business situations (e.g. writing e-mails, making telephone calls). Grammar structures that are important to you will be revised and strengthened. You will also receive additional exercises and tasks with included solutions to all the topics we work on.

## **Module II: Entrepreneurial and business fundamentals (14:30 – 18:00)**

In this section the differences between Germany and Sweden will be highlighted and put in relation to the participant’s personal cultural experiences.

- Marketing: How do I sell a Swedish product in Germany or a German product in Sweden?
- Partners: How do I explain my Swedish product to my German business partner?
- Distribution Channels: As a Swedish person, which infrastructures do I need to know?
- Law (with focus on Employment Law and Contract Law, particularly Purchase Contracts and Cooperation Contracts as well as Tax Law). The focus here will be only on the notable differences.
- Relationship between German businesses and the German State.

## Module III: Successful Communication

- Why are some topics taboo? How much of the history do I need to know?
- How do I negotiate as a Swedish person in Germany?
- How do I solve conflicts?
- How do we work together satisfactorily? How can I assert myself?
- How can I be polite?
- What can and can't I talk about?
- How private do Germans like it? How entertaining do Germans like it?
- How do I create trust?
- Which means of communication are the right ones – Telephone, Email, a personal meeting, dinner?



## “Guten Appetit” and German table manners

**A business meeting is almost always also a business meal.** That is why, during the meals we always converse in German, so that we can make a point to address the customs of German business meals. There will be a native speaker sitting at each of the tables. Try to apply what you have learned and feel free to ask us questions. Through this you will learn the most about the Germany’s customs.

Lunch: 13:00 – 14:30

Coffee break: 11:00 – 11:30/ 16:00 – 16:30

Dinner: 18:00 – 19:30

## Relaxed and official “Siesen”: How does it work? – Group discussion in the evening

Here you will have the opportunity to practice what you have learned during the day. After dinner we will sit together in a relaxed but official atmosphere and practice some small-talk. What do and Germans talk about and what not? How do they say certain things? Do you still need to use the formal “Sie”? Try it out!

## Our coaches and German teachers

- all have a university degree in their field (at least a Masters degree) and at least ten years of professional experience
- teach employers worldwide, both in private companies and civil services
- have enthused participants for years with their great work, receiving excellent evaluations
- thoroughly and precisely prepare all courses
- are highly motivated
- work with the newest insights and materials of teaching methodology

In addition to that, certain modules that deal with specific judicial and economic topics will be led by experts in that field who look forward to answering your questions.

## Our company – your course!

It would be a pleasure for us to plan a training, coaching or seminar for you that will be tailored to the requirements of your company. Feel free to contact us to give us information about your desired framework for learning the German language and about German culture.

We are looking forward to your response!

aubiko e.V.

Association for exchange, education and communication

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If you are interested in the course mentioned above or in case of any questions please send us an e-mail.

## About us

Exchange, Education and Communication all in a global and intercultural context – it is with these in mind that aubiko e.V. was founded. aubiko e.V. is a non-profit, registered association and intermediary organization for foreign cultural work. Since 2001 the members of our team have gathered extensive experience at universities and other educational organizations not only in Germany, but also the USA, Russia, China, Denmark, Poland, Ukraine and the Czech Republic.

Our areas of expertise include:

- The teaching of the German language at all levels (from basic to academic), including preparatory courses for university entrance level examinations
- Delivery of intercultural competencies for global and internationally active companies and organizations through intercultural training seminars and coaching sessions
- Student advisory services in relation to the application process, course requirement and German academic standards
- Development of intercultural exchange through cross-border academic and cultural projects between universities
- International high-school exchange programs
- University internationalization projects
- Comprehensive and constantly growing global networks of educational partners