



MANAGEMENT INTERNAZIONALE

PROGRAMMA:

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| INTERNATIONAL PRESENTATION SKILLS |
| NEGOTIATING INTERNATIONALLY |
| INTRODUCTION TO INTERCULTURAL COMMUNICATION |
| BUSINESS WRITING IN ENGLISH |

Objectives

Is there a difference between making an effective presentation in Italian and making an effective presentation in English? Absolutely! Learn about different communication styles so that your message comes through clearly to your audience. Learn how to structure a presentation, how to handle questions professionally and how to come across with confidence in any situation. We will work on how someone from another culture might behave in a negotiating situation and where problems of intercultural communication could arise. Learn how to get a win-win result. Special attention will be given to the impact that cross-cultural differences have on written business communication in an international setting.

DESTINATARI:

Rivolto a managers of all levels and professionals who work in a multicultural, multinational environment and who need to be able to get a clear message across in English to a multicultural audience, and who participate in international negotiations to get a "win-win" result.

METODOLOGIA DIDATTICA:

Al corso, docenti specializzati utilizzeranno una metodologia di insegnamento basata sulla teoria e sulla pratica, trattando concetti che permetteranno di acquisire una profonda conoscenza delle materie. L'ora ed il giorno della frequenza è a scelta del partecipante, anche di sera e di sabato. Il docente illustrerà le lezioni ai partecipanti, in aule multimediali, climatizzate avvalendosi di sistemi di videoproiezione. Al termine del corso verrà rilasciato un ATTESTATO DI FREQUENZA.