



# SHINGO INSTITUTE OF JAPANESE MANAGEMENT

## PROGRAM:

## Orientation to Japanese Business Culture & Etiquette & Spoken Japanese Language Course

## OBJECTIVE:

1. Understand about Japan, culture and Business nuances
2. Able to understand and converse in basic Japanese.

## CONTENTS

Introduction to Japan -History, People, Language

Understanding Japanese Hierarchy, way of life (Sl. No 1 and 2 are required to understand their nature)

Understanding Culture , Etiquettes, Harmony in Japanese, Working in teams

Doing Business with Japanese - Business card, Meetings, Social interactions, Dress code, Japanese non verbal communication, Business Negotiations, Business dinners.

Spoken Japanese Language and Business culture \*

Technical words commonly used by Indo US MIM specs- about 250 words

Role play, Interactions, videos, Videos- Understanding present Japan, Exercises, Presentations/Evaluation

Summary, Q & A, feedback, Wearing Kimono, Yukata , Jimbe, Geta

\*The course content of this topic is based on the Text books '**Marugoto –Text book from Japan Foundation**'. This course does not teach Written Japanese Language scripts. The language is taught using Romaji (Japanese language written in English Alphabets).

# Orientation to Japanese Business Culture & Etiquette & Spoken Japanese Language Course

- ❖ **Duration:** 60 Hours
- ❖ **Number of participants per batch:** Approx. 20-25.
- ❖ **Language in which the training programme will be conducted:** English and / or Kannada depending on the need of the participants.
- ❖ **Course contents:** Marugoto Elementary Book.
- ❖ **Methodology:** Case studies, role plays, group discussions, games, practical exercises, interactive/participative sessions and other effective and innovative training techniques.
- ❖ **Venue:** At Shingo Institute premises.
- ❖ Classes will be held twice a week. A Weekday and Saturday (**session will be held between 5 PM –7 PM**). **Duration: 4 hours /week.**
- ❖ **Commercials:**
  - **Course fee:** Rs. 15,000/ Participant
  - **Course materials:** Copy of the course material will be provided to the participants.



## CONTACT US

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