



Confucius  
Institute for  
Business London

## CHINA-UK CULTURAL AWARENESS & INTERCULTURAL COMMUNICATION PROGRAMME

### Overview

The Confucius Institute for Business London (CIBL) offers a **China-UK Cultural Awareness and Intercultural Communication Programme** designed to bridge gaps between Western and Chinese business practices. The programme integrates Chinese business styles with cross-cultural communication skills and is delivered by experienced CIBL teachers. It is open to organisations, universities and individual learners and can be delivered on the LSE campus, at a client's premises or online.

### Learning outcomes

After completing this programme participants will be able to:

- **Communicate effectively in Chinese** and adapt language use to different cultural contexts.
- **Understand cross-cultural communication**, recognising how business practices differ between cultures.
- **Reflect on identity and cultural context**, appreciating how cultural context influences negotiation, team dynamics and decision making.
- **Explore the relationship between language teaching and intercultural communication**, strengthening participants' ability to teach or mentor others.

### Programme content

The standard programme covers eight modules and lasts around 15 hours but can be adjusted based on needs and specific requirements:

1. **Chinese business etiquette** – understanding and defining culture. Participants learn appropriate greetings, gift-giving and meeting protocol.
2. **Effective business communication** – contrasting Western and Confucian heritage. Participants identify communication styles and learn to adapt messaging accordingly.



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3. **Business operations in intercultural settings** – exploring relationship-based, right-based and rule-based work cultures.
4. **Negotiation in an intercultural context**– strategies for building trust and reaching agreements when cultural expectations differ.
5. **Decision-making**– understanding how hierarchy, consensus and individualism influence decisions.
6. **Non-verbal communication**– interpreting gestures, silence and body language in Chinese contexts.
7. **Leadership and multicultural teams** – managing diverse teams and leveraging cultural differences for innovation.
8. **Power distance and bureaucracy** – examining how organisational structures affect communication and behaviour.

### Delivery and teaching

The programme is taught by CIBL expert teachers. It may be delivered as a full-day workshop or split into shorter sessions. Sessions are interactive and include case studies, group discussions and role-plays. Participants receive a certificate of attendance on completion.

### Public access and benefit

- **Open to all** – Organisations, public institutions and individual learners can enrol. The programme forms part of CIBL's wider cultural education portfolio and can be tailored to different sectors.
- **Transferable skills** – Topics such as negotiation, decision-making and leadership develop competencies that participants can apply in any role or organisation.

### How to book

To arrange a cultural awareness programme, complete the enquiry form on the CIBL website and email it to the programme coordinator. CIBL will draft a tailor-made programme for approval before finalising the contract and invoice.



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