

Cross Cultural Management

Course Objectives

The objective of the course Cross-cultural Management is to give the students an insight into the implications of cultural factors for business decision making, particularly in the context of the growing globalisation of markets and business.

Syllabus

Cultural Environment of Business, Cross-cultural Marketing, Cross-cultural HRM, Cross – cultural Communication and Negotiation, Cross-cultural Operations Management.

Expected Outcome

On successful completion of the course one should be able to make right decisions at strategic, functional and operational levels analysing relevant cultural factors. .

References

1. David C Thomas, Cross-Cultural Management: Essential Concepts, Sage Publications.
2. Rober Rugimbana and Sonny Nwankwo, Cross-cultural Marketing, Thomson Learning.
3. Shobhana Madhavan, Cross-cultural Management, Oxford.
4. Francis Cherunilam, International Business Environment, Himalaya Publishing.
5. Charles Mitchell, International Business Culture, World Trade Press.
6. Philip R Cateora and John L Graham, International Marketing, Tata McGraw-Hill.
7. Charls W L Hill, International Business: Competing in the Global Marketplace, Tata McGraw-Hill.

COURSE PLAN

I Cultural Environment of Business Business-culture interface; risks of self-reference criterion; meaning and elements of culture; organisation of culture; cultural adaptation; acculturation;, cultural shock; cultural transmission; cultural conformity; cultural lag; cultural traits; cultural stereotypes; religion and ethnicity; culture and organizational behavior; impact of migration on cultural environment and business; emergence of borderless / flat world and global culture; business implications of cultural differences.

II Cross-cultural Marketing Implications of cultural environment for marketing; relevance of cultural factors to marketing mix strategies; product–communication strategies (straight extension; product extension, communication adaptation; product adaptation, communication extension; dual adaptation; innovation); ethnocentrism, polycentrism, regiocentrism and geocentrism.

First Internal Examination

III Cross-cultural HRM Management challenges and opportunities of HR diversity; factors affecting international HRM; approaches to staffing policy; staffing policy determinants; cross-cultural teams; the global manager.

IV Cross–cultural Communication and Negotiation Challenges of multi-linguistic business environment; problems in cross-cultural verbal communication; cultural dimensions of non-verbal communication; cultural differences in etiquettes; cross-cultural negotiations; role of cultural factors in negotiations; stages of negotiation; pre-requisites for effective negotiation; bargaining power in negotiations.

Second Internal Examination

V Corporate Culture and Cross-cultural Operations Management Corporate culture; corporate ethics; cultural influences on market selection and supply chain management; cultural environment and financing strategies; cultural integration of operations; cultural environment and corporate governance and CSR

Final Examination