

Generic elective/Open Elective
Courses/Multidisciplinary- 2
MBA (Dual Specialization) Semester I
PGOE 102 Cross Cultural Management

Course objective:- To develop an understanding of cultural differences in global business environments and to enhance the students' ability to manage cross-cultural teams and communication effectively.

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Syllabus and detailed contents:

Unit	Content	Hrs/ Weightage
Unit1:	Understanding Culture: Meaning and Definition of Culture; Elements of Culture; National and Organizational Culture; the Role of Culture in Business; Cultural Intelligence (CQ)	10/25%
Unit2:	Cultural Frameworks and Models: Hofstede's Cultural Dimensions; Trompenaars' Model of National Culture Differences; Edward Hall's High-context and Low-context Cultures; GLOBE Study; Application of Models in Management	10/25%
Unit3:	Communication and Negotiation across Cultures: Verbal and Non-verbal Communication Styles; Barriers to Cross-cultural Communication; Strategies for Effective Intercultural Communication; Negotiation Styles and Cultural Impacts; Managing Misunderstandings and Conflicts	10/25%
Unit4:	Managing Global and Diverse Teams: Leadership in Cross-cultural Contexts; Motivation across Cultures; Building and Leading Multicultural Teams; Diversity and Inclusion in International Business; Ethics and Social Responsibility in Multicultural Settings	10/25%

Course Learning Outcomes

After the completion of the course the student will be able to:

CO Code	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Explain the concept of culture and its impact on international business.	1 & 2
CO2	Analyzing	Analyze cultural dimensions using frameworks such as Hofstede and Trompenaars.	4
CO3	Evaluating	Evaluate cross-cultural communication strategies in a global workplace.	5
CO4	Creating	Develop management approaches for culturally diverse teams.	6
CO5	Creating	Formulate ethical and inclusive practices in a multicultural business context.	6

Suggested Readings:

Textbooks:

1. Deresky, H. – *International Management: Managing Across Borders and Cultures*
2. Thomas, D.C. – *Cross Cultural Management: Essential Concepts*

Reference Books:

1. Trompenaars, F. & Hampden-Turner, C. – *Riding the Waves of Culture*
2. Hofstede, G. – *Culture's Consequences*
3. Adler, N.J. – *International Dimensions of Organizational Behavior*
4. Bhattacharyya, D.K. – *Cross-Cultural Management*

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