

GANPAT UNIVERSITY													
FACULTY OF MANAGEMENT STUDIES													
Programme		Bachelor of Business Administration				Branch / Spec.		Business Analytics					
Semester		VI				Version		1.0.0.0					
Effective from Academic Year			2025-26			Effective for the Batch Admitted in			July 2025				
Subject Code		6A04CCM		Subject Name		Cross Cultural Management							
Teaching Scheme						Examination Scheme (Marks)							
(Per week)		Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total			
		L	TU	P	TW								
Credit		04	00	00	00	04	Theory	40	60	100			
Hours		04	00	00	00	04	Practical	00	00	00			
Pre-requisite:													
Objective:													
<ul style="list-style-type: none">The course seeks to develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organization													
Learning Outcomes/Course Outcomes:													
On successful completion of the course, the students will be able to:													
CO1- To understand basic Concept of Culture for a Business Context.													
CO2- To understand the basic features of Corporate Culture.													
CO3- To understand how Cultural Differences affect Business Decision Making.													
CO4- To understand how Cultural Background of Business stake holders affect Decision Making.													
Mapping of PO-CO and PSO-CO:													
		Course Outcome (CO) No.	PO-CO Mapping						PSO-CO Mapping				
			PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	
			CO1	3	2	1	1	3	2	3	2	2	3
			CO2	2	2	1	1	3	2	3	2	2	3
			CO3	3	3	2	2	3	2	3	3	3	3
			CO4	3	3	2	2	3	3	3	3	3	3
Theory Syllabus													
Unit	Content									Hrs.			
1	Cultural for a Business Context Introduction - Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders [managers, employees, shareholders, suppliers, customers and others] – An Analytical frame work									15			
2	Cross Culture Negotiation & Decision Making - Process of Negotiation and Needed Skills & Knowledge Base – Over view with two illustrations from multi-cultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.									15			
3	Culture and Global Management Global Business Scenario and Role of Culture A Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-performance Winning Teams and Cultures; Culture Implications for Team Building Global Human Resources Management - Staffing and Training for Global Operations – Expatriate - Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.									15			
4	Corporate Culture The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement									15			
	Exam: Theory 100%												
Text Book:													

	Deresky Helen, INTERNATIONAL MANAGEMENT: MANAGING ACROSS BORDERS AND CULTURES, Delhi Esenn Drlarry, Rchildress John, THE SECRET OF A WINNING CULTURE: Delhi
Reference Books:	
	Madhavan, Shobhana, 2016, Cross-cultural Management – Concepts and Cases, Oxford University Press. Second Edition. New Delhi Browaeys, Marie Joelle and Roger Price, 2010, Understanding Cross-cultural Management, Pearson Education, New Delhi Sinha, Jai B.P. 2004. Multinationals in India. Managing the Interface of Cultures. Sage Publications. New Delhi Cashby Franklin, REVITALIZE YOUR CORPORATE CULTURE: PHI, Delhi
Online Resource:	
	www.executiveplanet.com , www.getcustoms.com , www.travlang.com , www.lonelyplanet.com e