

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	
	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:

- 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	<b>Cultural for a Business Context</b> 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	<b>Cross Culture</b> 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	<b>Culture and Global Management</b> 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 <b>Global Human Resources Management</b> - 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	<b>Corporate Culture</b> 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%	
<b>Text Book:</b>		

	Deresky Helen, INTERNATIONAL MANAGEMENT: MANAGING ACROSS BORDERS AND CULTURES, Delhi Esenn Drlarry, Rchidress John, THE SECRET OF A WINNING CULTURE: Delhi
<b>Reference Books:</b>	
	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
<b>Online Resource:</b>	
	<a href="http://www.executiveplanet.com">www.executiveplanet.com</a> , <a href="http://www.getcustoms.com">www.getcustoms.com</a> , <a href="http://www.travlang.com">www.travlang.com</a> , <a href="http://www.lonelyplanet.com">www.lonelyplanet.com</a> e