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| **BBA 531: Cross Cultural Human Resource Management** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# This course is designed for undergraduate students with a focus on managing teams across cultures. It is open to students of all majors looking for an understanding of the principles of cross cultural management.

# Course Outcomes:

**CO1.**Understanding culture of different societies.

**CO2.**Understanding and demonstrating high degree of cultural intelligence.

**CO3.**Understanding cross-cultural communication skills applicable to the real world.

**CO4.**Understanding and acquiring a sharper understand of their own culture.

**CO5.**Understanding and interpreting behavior, attitudes etc from different cultures.

**CO6.**Understing the principle of culture and its importance in our day to day life.

**Course Content:**

**UNIT –I**

Introduction to Cross Cultural Management: Understanding Culture, Culture Dimensions, Significance and Impact of Cross Culture on Organisations, Role of Culture in Strategic Decision- Making. Business Cultures: East and West.

**UNIT-II**

Comparing Culture: Cultural and Behavioral Differences in Different Countries, Various Models for Comparing Cultural-Hofstede, Edward T. Hall Study, GLOBE, Kluchohm & Stoodbeck. Leadership across cultures: style, expectation and management.

**UNIT-III**

Influence of National Culture on Organisational Culture. Shift in Culture: Significance of Shift in Culture, Influence of Economic Factors and Foreign Intervention on Shifts in Local Cultures. Cultural Adaptation through Sensitivity Training.

**UNIT- IV**

Cross Cultural Human Resources Management – Staffing and Training for Global Operations. Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, Managing and Motivating Multi Culture Teams.

**UNIT – V**

Behavioural Etiquette, Dining Etiquette, Socio cultural Etiquette. Cross –Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context.

**UNIT- VI**

Culture and Communications: Business communication across cultures – Barriers to intercultural communication. Understanding of Cultural Diversity. Cross-Culture Ethics: Ethics Values across Cultures and Ethics Dilemma.

**Text and Reference Books-**

1. “Cultural Intelligence: Living & Working Globally”, Thomas and Kerr-Koehler Publishers, 2009
2. “Headhunting Goes Cross-Cultural” Joseph Daniel McCool, Business Week, 06/05/2008
3. "Five Global Leadership Forces”, Marshall Goldsmith, Bloomberg Business Week, 10/2009
4. “Managing Differences: The Central Challenge of Global Strategy”, Pankaj Ghemawat, Harvard Business Review, 03/2007
5. "Managing Multicultural Teams" Behfar &Ker, Harvard Business Review, 11/2006