

**II Year II Semester**

Code	Course	Marks	L	T	P	C
24BB4C04	Cross Culture Management	100	3	0	0	3

**Course Outcomes:**

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Illustrate the concept of culture in a business context and analyze its impact on different stakeholders.	Understanding
CO2	Examine cultural influences on global management and develop communication strategies for multicultural teams and organizations.	Analyzing
CO3	Demonstrate negotiation skills and evaluate decision-making approaches in multicultural business contexts.	Applying
CO4	Formulate staffing, training, and motivation strategies to manage expatriates and global teams effectively.	Applying
CO5	Assess organizational culture, design strategies for culture change, and measure improvements in performance.	Analyzing

**Course Content:**

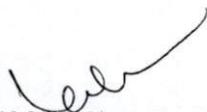
**Unit – I** Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] – An Analytical framework.

**Unit – II** Culture and Global Management – Global Business Scenario and Role of Culture. Framework for Analysis; Elements & Processes of Communication across Cultures, High-Performance Winning Teams and Cultures; Culture Implications for Team Building.

**Unit – III** Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base , International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

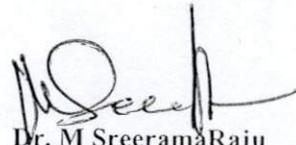
**Unit – IV** Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre. Developing the values and behaviors necessary to build high-performance organization personnel.

Signed by:

  
Dr. G P S V S D NagendraRao  
(Chairman)

  
Dr. A KrishnaMohan  
(University Nominee)

  
Dr. P Uma Maheswari Devi  
( Subject Expert -1 )

  
Dr. M SreeramaRaju  
(Subject Expert -2 )

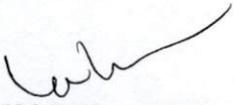
**Head**  
**Dept of Management Studies**  
**BVCITS - BHATLAPALEM**

**Unit – V Corporate Culture – The Nature of Organizational Cultures, Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.**

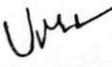
**References:**

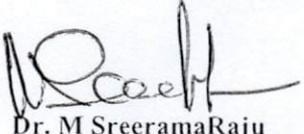
1. Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3. Esenn Drlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi

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