



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

Cross Cultural Management								
I Semester: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
25MB006C	OPEN ELECTIVE-I	L	T	P	C	CIE	SEE	Total
		3	0	-	3	40	60	100
Contact Classes:45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Cross Cultural Management								

COURSE OVERVIEW:

This course provides a comprehensive understanding of cross-cultural management in the global business environment. It examines how national culture influences business practices, leadership styles, communication patterns, negotiation strategies, and team management. The course explores cultural dimensions, value orientations, organizational culture, intercultural communication barriers, and conflict management in international settings. It equips students with knowledge and skills required to effectively manage multicultural teams and operate in global organizations.

COURSE OBJECTIVES:

- To explain the importance of cross culture in the conduct of business.
- To elucidate various aspects in reconciling cultural dilemmas, culture and styles of management.
- To explain the relationship between culture and organizations.
- To impart knowledge on cross-cultural business communications and identify barriers to intercultural interactions and international negotiations.
- To understand processes in international settings and approaches to cross-cultural team management.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Understand the importance of cross culture in the conduct of business.
2. Analyze various value orientations and dimensions of management.
3. Assess culture and leadership, culture and strategy, and cultural change in organizations.
4. Analyze the impact of cross-cultural business communications and identify barriers in international negotiations.
5. Evaluate processes in international settings and approaches to cross-cultural team management.

Unit – I: Introduction: Determinants of Culture, Facets of Culture, Levels of Culture, National Cultural Dimensions in the Business Context. The Influence of National Culture on Business Culture. Business Cultures: East and West.

Unit – II: Cultural Dimensions and Dilemmas: Value Orientations and Dimensions,

Reconciling Cultural Dilemmas, Culture and Styles of Management: Management Tasks and Cultural Values.

Unit – III: Culture and Organizations: Culture and Corporate Structures, Culture and Leadership, Culture and Strategy, Cultural Change in Organizations, Culture and Marketing, Cultural Diversity.

Unit–IV: Culture and Communications: Business Communication across Cultures, Barriers to Intercultural Communication, Negotiating Internationally.

Unit –V: Cross Cultural Team Management: Working with International Teams, Group Processes During International Encounters, Conflicts and Cultural Difference, Understanding and Dealing with Conflicts, Developing Intercultural Relationships.

TEXT BOOKS:

- Managing Across Cultures – Jean-Louis Barsoux, Susan C. Schneider & Günter K. Stahl (Focus on how culture affects management practices globally)
- Global Business Management: A Cross-Cultural Perspective – Abel Adekola & Bruno S. Sergi (Explores global management with cultural insights)
- Cross-Cultural Management: Text And Cases – Dipak Kumar Bhattacharyya (Indian context & global cases, useful for classroom discussion)
- Modern Cross-Cultural Management: Understanding Diversity in Global Business – Adebowale Akande (Contemporary perspectives and leadership focus)
- Cross-Cultural Management: Culture and Management across the World – Edited by Jean-François Chanlat et al. (Anthropological and intercultural approach)
- Cross-Cultural Management: A Contemporary Approach – Jasmin Mahadevan (Problem-based learning and practical application)
- International Management: A Cultural Approach – Carl Rodrigues (Classic perspective on international management and culture)

REFERENCE BOOKS:

- Cross Cultural Management: Knowledge Management Perspective – Nigel Holdon, Prentice Hall, 2012.
- Multinational and Cross-Cultural Management – Parissa Haghirian, Routledge, 2012.
- International Management: Cross Cultural Dimension – Richard Mead, 3rd Edition, Blackwell, 2015.
- Cross-cultural Management Textbook – Jerome Dumetz, Create Space Independent Publishing Platform, 2012.

ELECTRONIC RESOURCES:

1. NPTEL Courses on Cross Cultural Management – <http://nptel.ac.in>
2. SWAYAM Online Courses – <http://swayam.gov.in>
3. Harvard Business Review Articles – <http://hbr.org>
4. TED Talks on Cultural Intelligence – <http://www.ted.com>
5. Hofstede Insights (Cultural Dimensions) – <http://www.hofstede-insights.com>
6. YouTube Lectures on International Business & Cross Cultural Management
7. Google Scholar for Research Articles – <http://scholar.google.com>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

