

## **BBA 632-18 Cross Cultural Human Resource Management**

**Course Objective:** World is now global village. In this globalised world managers of international organizations have to travel across the world. They had to interact, manage people from various cultures. So they need to understand different cultures and respect cross culture differences. This course will help them to understand various cultures and they will learn to manage cross cultural differences

### **Course Outcomes:**

**CO1:** Understand issues, opportunities and challenges pertaining to Cross Cultural HRM.

**CO2:** Develop competency in dealing with cross cultural situations.

**CO3:** Identify the role of cross cultural leadership in managing multicultural teams.

**CO4:** Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape Cross Cultural HRM.

**CO5:** To understand different cultures with respect to cross culture differences.

### **UNIT –I**

Introduction to cross cultural management: Understanding Culture, Culture dimensions, Significance and impact of cross culture on organizations, role of culture in Strategic Decision-Making .Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures

### **UNIT-II**

Comparing Culture : Cultural and Behavioral differences in different countries, various models for comparing cultural- Hofstede , Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck ,Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

### **UNIT- III**

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. Cross –cultural Negotiation & Decision making: Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context,

### **UNIT- IV**

Transfer of Knowledge, Transfer of managerial know-how, Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma.

### **Suggested Readings:**

- Deresky, H., *International management: Managing Across Borders And Cultural*, 4th Ed, Pearson Publications
- Thakur, M., Burton & G. E, *International Management*, Tata McGraw Hill.
- Hodgetts, R. and Luthens, F, *International Management*, McGraw Hill Inc.
- Esen D. and Rchildress J., *The Secret Of A Winning Culture: Building High-Performance Teams*, Prentice Hall