

# CROSS CULTURE BUSINESS MANAGEMENT



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## Short Description

**TELANGANA UNIVERSITY CROSS CULTURE BUSINESS MANAGEMENT**

## Description

**CROSS CULTURE BUSINESS MANAGEMENT SOLVED PAPERS AND GUESS**

**Product Details: TELANGANA UNIVERSITY CROSS CULTURE BUSINESS MANAGEMENT**

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**RATING OF BOOK: EXCELLENT**

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**CROSS CULTURE BUSINESS MANAGEMENT**

## **UNIT I**

Introduction: Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Definition of CCM Role and Significance of CCM to managerial personnel and to the organizations in the global competitive market economy; Theoretical Foundations of CCM; Horizons in Cross Culture Management; Cultural Background of business stake-holders [managers, employees, share holders, suppliers, customers and others]

## **UNIT II**

Culture and Global Management: Global Business Scenario and Role of Culture-A Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/of an Indian MNC and Foreign MNC [ with 3 illustrations on each drawing from different geo economic and social contexts] & 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-Overview with two illustrations from multi cultural contexts [India-Europe/ India-US settings]; 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; Developing a Global Management Cadre; Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included].

## **UNIT V**

Corporate Culture: The Nature of Organizational Cultures; Quality and Cross-Culture; Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Adjusting in a New Culture-Stages of Cultural Adjustment and Stages of Culture Shock; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement

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