

Cross Cultural Business Management SOLVED NOTES EBOOK CHAPTERWISE



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Short Description

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Description

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Edition Description: 2018-19

Pages : 250+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

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PREVIEW OF CHAPTERS SYLLABUS

Cross Cultural Business Management

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, share holders, suppliers, customers and others] – An Analytical frame work

Unit - II

Culture and Global Management - Global Business Scenario and Role of CultureA Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & 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 – Over view with two illustrations from multi cultural contexts [India – Europe/ India – US settings, for instance]; 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.. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

Unit - V

Corporate Culture - The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement

Details

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