



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Lesson Plan

Program: MBA **Semester:** IVth **Course Code:** KMBN IB04 **Course Name:** Cross Cultural Management.

Course Objectives

(CO1): To consider the nature of intercultural communication

(CO2): To learn to think across cultural differences

(CO3): To experiment with different ways of acting in cross-cultural situations

(CO4): To reflect on the cultural foundations of economic systems and of organizational practices

Session Duration: 60 minutes

Participants: MBA Students

Entry level knowledge and skills of students

- i. Culture.
- ii. Family life Cycle

Equipment required in Classroom/ Laboratory/ Workshop

- i. Marker, Duster
- ii. Smart Board, Projector

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2



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Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): ...Understand the objectives and functioning of WTO

(CO2): ...Review and apply the various WTO agreements for effective international trade

(CO3): Analyze the forces that shape the international commercial laws.

(CO4): Understand and evaluate the export import policy in India.

(CO5): Analyze the recent challenges in international trade and role of international institutions

No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Understanding culture	Values		Buzz session	CO1		
2.	Culture	Socio culture system		Improved Lecture	CO1		
3.	Culture	Importance of culture		Discussion	CO1		
4.	Culture	Cultural differences		Improved Lecture	CO1		
5.	Culture	Measurement of cultural graph changes		Demonstration	CO1		
6.	Cultural changes	Is it possible to change a culture		Buzz Session	CO1		
7.	Cultural differences	cultural differences Going International		Improved Lecture	CO1		
8.	Business culture	Business culture		Discussion	CO1		
Unit - 2							
9.	Cultural diversity and multicultural teams	The impact of cultural differences on individuals		Role play	CO2		
10.	Communication	Verbal and non-verbal communication across cultures		Role play	CO2		



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11.	theory	Kohlberg's theory of moral reasoning		Lecture method	CO2		
12.	Cultural development	Measuring cultural development		Field work	CO2		
13.	Cultural values and communication	The historical origins of beliefs and values, Impact of cross cultural communication,		Demonstration	CO2		
14.	Cultural theories	Kohlberg, Malcolm X, and Martin Luther King Jr		Group discussion	CO2		
15.	Cultural differences	Relativism vs. development, Respect cultural differences vs. stages of development		Panel discussion	CO2		
16.	International subculture	The possibility of an international subculture		Group discussion	CO2		
Unit - 3							
17.	Conflict and negotiation	Gender differences,		Group discussion	CO3		
18.	conflict	Gender		Group Discussion	CO3		
19.	Conflict	multi-ethnicity, religion		Group Discussion	CO3		
20.		geography Body language,		Role play	CO3		
21.	Culture	the culture of poverty,		Demonstration	CO3		
22.	Negotiation	Hofstede's dimensions, Cultural aspects of international business negotiations		Case study	CO3		
23.		Negotiation process,		Case study	CO3		



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24.	Negotiation	Negotiation Strategies		Group Discussion	CO3		
Unit - 4							
25.	Cultural diversity and multicultural teams	National cultures vs. organizational cultures		Improved lecture	CO4		
26.	Cultural diversity and multicultural teams	Knowledge cultures		Demonstration	CO4		
27.	Cultural diversity and multicultural teams	Cross-cultural intelligence and managerial competence		Discussion	CO4		
28.	Cultural diversity and multicultural teams	Motivating across cultures,		Improved lecture	CO4		
29.	Cultural diversity and multicultural teams	Management of cross-culture teams,		Demonstration	CO4		
30.	Cultural diversity and multicultural teams	Leadership traits required for managing cross culture teams		Group discussion	CO4		
31.	Cultural diversity and multicultural teams	Participatory Strategic Planning and the Technology of Participation		Demonstration	CO4		
32.	Cultural diversity and multicultural teams	Change in corporate culture: the example of quality improvement		Discussion	CO4		
Unit - 5							
33.	Culture and ethics	Understanding significance of cultural values & ethics in cross boarder		Educational game	CO5		



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		businesses					
34.	Culture	Corporate Culture		Educational game			
35.	Cross border culture	Cross Border HRM and Employment Practices with respect to Japan		Demonstration	CO5		
36.	Culture	European countries		Discussion	CO5		
Revision							
37.	Culture			Tutorial	CO1		
38.	Theories			Tutorial	CO2		
39.	European Culture			Tutorial	CO3		
40.	CSR			Tutorial	CO4		
41.	Ethics			Tutorial	CO5		
42.	Cultural values			Discussion	CO4		
43.	Cross border culture			Tutorial	CO3		
44.	U.S China			Tutorial	CO5		

Text Books:

1. Gannon, Martin J. Paradoxes of Culture and Globalization. Sage Publications,
2. Cross culture management by MsShobhanaMadhavan, Oxford University Press,
3. Eastern and Cross Culture Management by N K Singh, Springer
4. Gannon, Martin J. Paradoxes of Culture and Globalization. Sage Publications,

Reference Books:

1. Cross culture management by MsShobhanaMadhavan, Oxford University Press.
2. Understanding Cross-Cultural Management by Browaeys Marie-Joelle Publisher: Pearson Education India ISBN: 9788131727973, 8131727971 Edition: 2009
3. Editor(s): Martin J. Gannon, Karen L. Newman First published: 18 August 2017
Print ISBN: 9780631214304 | Online ISBN: 9781405164030 | DOI: 10.1002/9781405164030
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4. Marie-joelle Browaeys and Roger Price: Understanding CCM, Pearson.



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5. David C.Thomas: Cross Cultural Management, 2/e, Sage Publications.
6. Nigel Holdon, CCM: Knowledge Management Perspective, Pentice Hall.
- 7.ParissaHaghirian: Multinational and Cross-Cultural Management, Routledge.
8. Richard Mead: International Management-Cross cultural Dimension, 3/e, Blackwell

Journals:

- 1.International Journal of Cross Cultural Management<https://journals.sagepub.com>
- 2.<https://www.tandfonline.com/doi/full/10.1080/00208825.2018.1480918>

Cross-Cultural Management Studies: State of the Field in the Four Research Paradigms (2.06.22)

Electronic Database:

- 1.KMBIB05 Cross Cultural Management - Theintactone.com<https://theintactone.com>
- 2.Class notes are available at www.gwu.edu/~umpleby/mgt216
3. For information on group projects see www.gwu.edu/~rpsol/service-learning