



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



## **DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT**

**II YEAR /III SEMESTER**

**Unit III - CROSS CULTURAL HRM**

**Topic 2 - Cross Cultural Training**



# CROSS CULTURAL EDUCATION & TRAINING PROGRAMME

- ▶ Cross cultural education and training are given to expatriate-the international Assignees.
- ▶ Definition:
- ▶ Cross cultural training is defined as formal methods to prepare people for more effective interpersonal relations and job success when they interact extensively with individuals from cultures other than their own.
- ▶ Cross cultural training can be defined as any intervention aimed at increasing an individual's capability to cope with and work in foreign environment.



# International training Activities (ITA) and International Development Activities (IDA)

- ◀ Objectives of ITA & IDA
  - ◀ To foster learning among the organisational members and develop enriched and more capable workers who, in turn, can enhance organisational competitiveness and effectiveness internationally.
  - ◀ To increase cultural awareness
  - ◀ To improve communication
  - ◀ To facilitate cultural adjustment
  - ◀ To establish and retain competitive advantage.



# PROCESS OF CCT

- ◀ Phase I : Identify the type of Global Assignment
- ◀ Phase 2: Conduct a Cross- Cultural Training Needs Analysis
- ◀ Phase 3: Establish CCT Goals and Measures
- ◀ Phase 4:Develop and Deliver the CCT Programme
- ◀ Phase 5: Evaluate Cross-Cultural Training



# METHODS OF CCT

- ▶ Cultural Assimilator
- ▶ Contrast American Method
- ▶ Self-Reference Criterion (SRC)
- ▶ Area Simulation
- ▶ Cultural Self-Awareness Model



# BENEFITS

- ▶ People learn about themselves
- ▶ Encourage confidence
- ▶ Build trust
- ▶ Motivate
- ▶ Open horizons
- ▶ Develop interpersonal skills
- ▶ Develop listening skills
- ▶ People use common ground
- ▶ Career development



# ISSUES IN CCT

- ◀ Different aspects of Time like Punctuality
- ◀ Linguistic Barriers
- ◀ Difference Business Practices
- ◀ Cultural Stress (Ambiguity and difference of Perception)
- ◀ Body language and Greetings.



**RECAP**

**QUESTIONS???**

**THANK YOU**