



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit III - CROSS CULTURAL HRM

Topic 6 - BUILDING MULTICULTURAL ORGANISATIONS



CONCEPT OF MULTICULTURAL ORGANISATIONS (MCOs)

Multi cultural organisations are those whose workforce not only includes people from diverse racial religious and gender backgrounds, but is one in which minorities are well integrated across all levels of the company including management and executive position



STEPS IN BUILDING MCO

- Ask personnel about their staff development needs.
- Assign part of budget to staff development programming in cultural competence.
- Keep in mind
- Include cultural competency requirement in job description
- Be sure that facility's location is accessible and respectful of difference
- Collect resource materials on culturally diverse groups for staff to use
- Build a network of Natural Helpers



CONTD...

- Form a committee
- Write a Mission Statement
- Find out what similar organisations have done and develop partnerships
- Use free resources.
- Do a comprehensive cultural competence Assessment of organisation.
- Find out which cultural groups exist in community and if they access community services
- Have a brown bag lunch to get staff involved in discussion and activities about cultural competencies



STRATEGIC CHOICE

- ◀ Global strategy
- ◀ International strategy
- ◀ Multi domestic strategy
- ◀ Transitional strategies



STAGES ON INTERNATIONALISATION

- ◀ License
- ◀ Export via Agent or Distributors
- ◀ Export through own sales representative or Sales subsidiary.
- ◀ Local packaging and/or other Assembly
- ◀ Foreign Direct Investment



RECAP

QUESTIONS???

THANK YOU