



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAE717 – CROSS CULTURAL MANAGEMENT

Unit III – CROSS CULTURE MANAGEMENT

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**Design
Thinking
Curriculum**

Redesigning Common Mind and
Business Towards Excellence



TODAY'S TOPIC

➔ UNDERSTANDING CROSS -CULTURE DIFFERENCES





CROSS –CULTURE DIFFERENCES

- **Cross cultural differences is a term describing the differences in family make up and structure based on cultural backgrounds and ethnicities.** The reason for the family make up can be influenced by country cultural heritage, family pressure or religious background.

EXAMPLE:

Learning and accepting various facial expressions, hand gestures, and body language are examples of cross-cultural communication.



UNDERSTANDING CROSS – CULTURE DIFFERENCES:

Differences do set us apart, but we often forget that we are all human, and our culture is much more representative of our differing environment than truly different people. Understanding and accepting other cultures is about keeping your mind open and learning, and you'll find a little knowledge is all it takes to truly broaden your horizons.

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ROAD TO ROAD CROSS CULTURE UNDERSTANDING

- The road to cross-cultural understanding Cross-cultural understanding is more than realizing another culture is different from ours. The way to cross-cultural understanding is to learn to recognize individual differences and gain an appreciation, respect and knowledge of other cultures that are different from our own.



PROJECTS TO PROMOTE CROSS CULTURE UNDERSTANDING

- ▶ In the past, Europeans thought that their culture was better than any other. When they came in contact with other cultures, they tried to impose the European culture on them. That has changed. Canadians, working through the Canadian International Development Agency (CIDA), make every effort to develop an understanding of other cultures when they interact with them. CIDA sponsors a number of projects to promote cross-cultural understanding.



CONTD

Training youth for work abroad:

- CIDA finances an intern program to help young people work overseas. They receive training in cultural understanding and work in such areas as business development and education. They believe that the program not only makes them a more aware global citizen, but a better Canadian citizen as well.



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Launching immigrant and refugee artists:

- Working with the Creativity and Innovation Company, CIDA is helping immigrant and refugee artists practise their craft and earn a living. Participants work one-on-one with an advisor to expand the audience for their work and build connections across the country. The program will also break down cultural barriers and build cultural understanding



REFERENCE

- ▶ <https://tc2.ca/uploads/backgroundbriefs/BBCrossCulturalUnderstanding.pdf>



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