SNS COLLEGE OF TECHNOLOGY

19BAE717 – Cross Cultural Management

UNIT- I   INTRODUCTION
Topic: Culture, Definition, Concepts and Elements

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1st

Indian

Institution
To
Implement

Design Thinking Curriculum

Redesigning Common Mind and Business Towards Excellence

TODAY'S TOPIC:

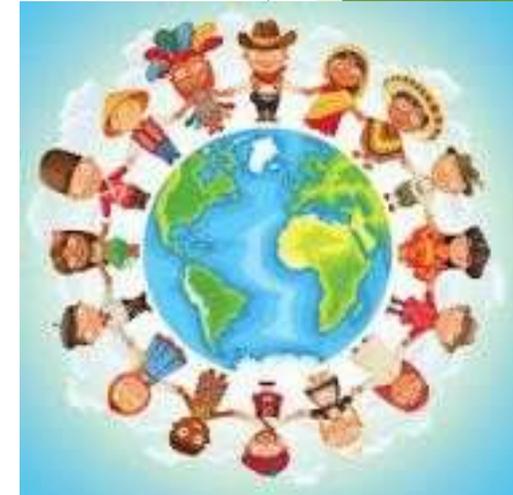**Culture, Definition ,Concepts and Elements**

Cross Cultural Management

Culture:

Culture refers to the shared beliefs, values, customs, behaviors, and artifacts that characterize a group of people. It encompasses the way of life and social practices that are passed down from one generation to the next within a community or society.

Definition:

Cross cultural management includes managing work groups in methods that considers the variations in cultures, practices and alternatives of customers in a worldwide or worldwide enterprise context. Many groups should discover ways to adjust or adapt their tactics so as to compete on a degree in fields not certain through bodily geography with on-line interactions extra not unusual in enterprise and different situations.

Key Components/ Concepts

- Language
- Beliefs and Values
- Social Norms
- Customs and Traditions
- Art and Expression
- Social Institutions
- Material Culture

Concepts and Elements:

CONCEPTS:

The major concepts of culture are symbols, language, norms, values, and artifacts.

SYMBOLS:

Every culture is filled with symbols, or things that stand for something else and that often evoke various reactions and emotions. Some symbols are actually types of nonverbal communication, while other symbols are in fact material objects.

LANGUAGE:

Language is a key symbol of any culture. Humans have a capacity for language that no other animal species has and children learn the language of their society just as they learn other aspects of their culture.

-Bill Benzon

NORMS:

► Cultures differ widely in their **norms,** or standards and expectations for behaving. We already saw that the nature of drunken behavior depends on society's expectations of how people should behave when drunk. Norms of drunken behavior influence how we behave when we drink too much.

•**Norms** are the formal and informal rules regarding what kinds of behavior are acceptable and appropriate within a culture.

•Norms are specific to a culture, time period, and situation.

VALUES:

Values are another important element of culture and involve judgments of what is good or bad and desirable or undesirable. A culture's values shape its norms. In Japan, for example, a central value is group harmony.

CONTD....

ARTIFACTS:

The last element of culture is the artifacts, or material objects, that constitute a society's material culture. In the most simple societies, artifacts are largely limited to a few tools, the huts people live in, and the clothing they wear. One of the most important inventions in the evolution of society was the wheel.

ELEMENTS:

Cross-cultural management can be seen to include decision making across cultures, communicating and negotiating with culturally different others, and motivating and leading others in a cross-cultural context. All of these areas have been the subject of a significant amount of scientific inquiry.

REFERENCES:

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► https://www.oxfordbibliographies.com/display/document/obo-9780199846740/obo-9780199846740-0074.xml#:~:text=Thus%2C%20cross%2Dcultural%20management%20can,significant%20amount%20of%20scientific%20inquiry.

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thank you