

MGT 101: INTRODUCTION TO CORPORATE CULTURE

Course Objectives

The course uses case studies to define and analyze various organizational cultures and to determine ways to most effectively manage in that environment. Management vision and values, history, size, physical characteristics, and industry all contribute to the creation of an organization's culture. The structures and processes created within each culture influence the behavior of individuals working within it. The course will also provide students with opportunities to discuss what behavior the organizational culture is affecting, the impact the organization's culture has on its strategy, how one can influence the culture of the organization, and how the culture survives in an era of mergers and acquisitions.

Course Contents

-) The Structure and Content of Culture
-) Corporate Culture – An Overview
-) Impact of national culture on corporate organizational dynamics
-) Role of culture at employee level on the organizational culture.
-) The elements and dimensions of organizational culture
-) The dynamics of culture formation, evolution and change
-) Culture dynamics in the mature company

Reference Books

Schein, E. H. (2009). The Corporate Culture Survival Guide, Jossey Bass, A Wiley Imprint, U.S.A