NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business Administration Programme/
Master of Business Administration (Family Business & Entrepreneurship) Programme

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Course Code	MFT5SEOB10 MBM5SEOB10 MFB5SEOB09
Course Title	Understanding and Managing Cultural Diversity

Course Learning Outcomes (CLO):
At the end of the course, the students will be able to:
1. Demonstrate your understanding of culture and cross-cultural interactions.
2. Identify cultural diversity in the workplace and how to manage it internally and externally.
3. Adapt a management style that encourages diversity.

Syllabus	Teaching Hours
Unit I:Introduction to Culture • Culture as a Concept and Image • Culture in Practice: Myths, Language, Customs, Ethos • Cultural Bias, Prejudice & Discrimination	03
Unit II: Introduction to Diversity • Issues in Diversity • Domains of Diversity: Individual, Organizational, Community, Country, Cross-Country, International • Understanding Diversity: Challenges, Benefits, Problems	03
Unit III: Culture and Management • Management Process and Culture • Managing Differences, Negotiations, Collisions and Conflicts, Fair vs Same	02
Unit IV: Diversity Skills • Diversity Skills and Capabilities: o Dialogue o Decision Making o Empathy o Self-Monitoring o Innovation and Creativity	05
Unit V: Diversity and Globalization • Impact of Globalization on Cultural Diversity • Globalization and Inclusion	02

Suggested Readings:

1. Barak, M.E.M., Managing Diversity: Toward a Globally Inclusive Workplace. Los Angeles: Sage Publications.
2. Henderson, G., Cultural Diversity in the Workplace: Issues and Strategies. USA: Praeger.
3. Syed, J. & Ozbilgin, M., Managing Diversity and Inclusion: An International Perspective. Los Angeles: Sage Publications.

w.e.f. Academic Year 2019-20 and onwards