



APPLIES TO ACADEMIC YEAR
2002/2003

GRA 6330 Managing Differences: Culture and Diversity

Program

Master of Science in Business Administration (MScBA), Specialization Course

Responsible for the course

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Department

Communication - Culture and Languages

Term

Fall

ECTS Credits

6

Objective

Culture is a concept that has been used in a variety of management contexts and it is often used as a popular explanation for national differences, and difficulties with globalization or managing diverse workforces. The definition and research on culture and management are often limited in scope, and popular researchers, such as Hofstede are often used uncritically to examine the impact and implications of culture on management. The problem is that culture is a very complex construct and its impact on management and managing diverse people has not been properly specified. This course seeks to examine the construct of culture from different theoretical and research traditions. The goals of the course are to provide:

1. the students with a systematic and research based account of the construct of culture,
2. the students with sufficient analytical tools so that they can assess how and when culture, and diversity matter, and when it impacts on managerial decision making and behaviors,
3. a theoretical framework for understanding the construct of culture, and its applications to management.

Prerequisites

none

Compulsory literature

Erez, Miriam and P. Christopher Earley. 1993. *Culture, Self-identity, and Work*. Oxford: Oxford University Press.
Compendium of research articles

Recommended literature

Course outline

Topics covered:

1. Examining the concept of culture: psychological, anthropological, management and integrated perspectives.
2. Understanding culture in relation to diversity
3. Culture and diversity within an international organization
4. Understanding and managing diversity: communication, negotiations, and group interaction.

Computer-based tools

Blackboard

Course structure**Evaluation**

Participation and presentations 25%, group term paper 30% and a written exam 45%.

Evaluation code(s)

GRA 63301 Participation and presentations 25%

GRA63302 Group term paper 30%

GRA63303 Written exam 45% (3 hours)

Aids at the examination

Dictionary

Makeup exam

Next time the course is offered