

HRODC Postgraduate Training Institute

A Postgraduate-Only Institution

148

**Organisational Culture and
Cross-Cultural Communication
Course or Seminar**

Leading To:

**DIPLOMA – POSTGRADUATE IN
Organisational Culture and Cross-Cultural
Communication**

Accumulating to

**POSTGRADUATE DIPLOMA
Progressing To A Masters Degree –
*MBA – MSc - MA***

Course Coordinator:

Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

Prof. Crawford was an Academic at:

- University of London (UK);
- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

For Whom This Course is Designed

This Course is Designed For:

- Middle or Senior Level Line Managers and Human Resource Professionals interested in better leveraging individual and organizational effort to align culture and talent to achieve strategic imperatives and integration across the organization;
- Business Owners and Partners;
- CEOs;
- Strategic Department Heads;
- Change Leaders;
- Those working on a cross-cultural team or project;
- Those working in an international environment;
- Those working with colleagues in other countries;
- Those involved in multinational projects and programmes.

Duration: 6 Days

Cost: £6,000.00 Per Delegate

Please Note:

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;

- Diploma – Postgraduate –in **Organisational Culture and Cross-Cultural Communication**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

HRODC Postgraduate Training Institute's Complimentary Products include:

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's **Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

****Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.****

Daily Schedule: 9:30 to 4:30 pm.

Location: Central London and International Locations

**Organisational Culture and Cross-Cultural Communication
Leading to Diploma-Postgraduate in Organisational Culture and Cross-
Cultural Communication**

Course Contents, Concepts and Issues

Part 1: Understanding Organisational Culture

- Concept of Organisational Culture;
- Layers of Organisational Culture;
- Framework for Organisational Culture;
- Elements of Organisational Culture;

Part 2: Influencing and Managing Organisational Culture

- How Organisation Culture is Formed;
- Embedding Organisation Culture;
- Building Organisation Culture;
- Strong Culture vs. Weak Culture;
- How Employees Learn Culture;
- How Culture Affects Managers;
- Implication or Process/Maintaining Culture;
- Keeping a Culture Alive;

Part 3: The Symbiotic Relationship between Organisational Culture and Organisational Structure

- Structural Variations;
- Simple Structure and Cultural Practices;
- Functional Structure, Norms, Values, Ritualistic Cultural Practices
- Divisional Structure and cultural Inclinations
- The Role Culture and its Structural Manifestation
- The Task Culture and its Structural Symbiosis
- The Concept of 'Flexion' in Culture-Structure Symbiosis

Part 4: Culture and the Management of Change

- How to Change Culture;
- The Need for Culture Change;
- Elements Affecting Culture Change;
- Why Culture Doesn't Change?;
- When Culture Can Change;
- The Effect of Culture on Organisational Change;
- Organisational Change and Cultural Resistance;
- Cultural Cementation;
- Flexibility vs. 'Flexion' in Organisational Change.

Part 5: Conducting a Cultural Analysis

- Diagnosing the Current Organizational Culture;

- Defining the Desired Organizational Culture;
- Performing a Gap Analysis.

Part 6: Cross – Cultural Communication (1)

- Defining Communication;
- Communication: The Flow;
- What is Effective Communication?;
- Barriers to Cultural Communication:
 - Ethnocentrism;
 - Stereotyping;
 - Cultural Blindness;
 - Cultural Imposition;
 - Tone Differences;
 - Discrimination;
- General Guidelines for Managers to Overcome Conflicts in Workplace Due to Discriminatory Attitude of Employees.

Part 7: Cross – Cultural Communication (2)

- The Communication Process;
- Problems of Language;
- Effects of Culture on Cross-Cultural Communication;
- Methods of Communication;
- Codes Use in Communication;
- Cross Culture Communication;
- Importance of Cross Culture Communication;
- Different Attitudes Towards Various factors of Human Relationship:

Part 8: Cross – Cultural Communication (3)

- Verbal Communication Differences;
- High Context and Low Context Cultures;
- Uncertainty and Anxiety;
- Strategies to Reduce Anxiety;
- How to Resolve Conflict;
- Learning About Other Cultures;

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The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute