

Executive Development Programme
On
CROSS-CULTURAL MANAGEMENT

Date: 25 -27 February 2011

Venue: Department of Humanities & Social Sciences, IIT Kharagpur

Organized by

Department of Humanities and Social Sciences
Indian Institute of Technology Kharagpur
Kharagpur-721302 West Bengal, India

Principal Coordinator: Dr Rabindra Kumar Pradhan, Assistant Professor of Psychology

Co-coordinator: Dr. Vijai N Giri, Professor of Communication Studies

Introduction: Cross-Cultural management is an emerging field of study in today's management education both at undergraduate and post-graduate level. It imparts education on cross-cultural social relations at work, and provides an evaluation of existing and emerging frameworks for understanding differences and similarities and the ways they affect workplace activities, attitudes and behaviours. In today's world, we all are living in a global village. In order to keep pace with inter-cultural interactions, peace, prosperity, and harmony at workplace, the new generation manager need to master global workplace competencies otherwise known as cross-cultural or intercultural competencies. The main focus of cross-cultural management is on the management of workforce diversity and how this diversity could be used as a means of obtaining a competitive edge. This course is designed with an aim to impart knowledge and skills and competencies of cross-cultural management to emerging professional who are likely to take up assignments in multinational corporations (MNC) or who are already working as executives in MNCs.

Objective: The objectives of this course are

- To appreciate the importance, emergence, and scope of the concept of cross-cultural management
- To elucidate and elaborate on different theories and approaches of cross-cultural management
- To understand the role of cultural and non-cultural factors in the field of global management
- To learn how to identify and measure cross-cultural competencies for effective global business.
- To impart training on developing global manager for tomorrow organizations.

Course Content: Concept, Theories and Models of Cross-Cultural Management; Understanding Culture; Appreciating Values Across Culture, Culture & Organization Structure; Inter-Cultural Communication; Negotiation & Conflicts in Organizations, Prejudice & Discrimination at work; Racism: Aggression & Violence; Leadership; Motivation & Exchange; Cross-Cultural Competencies: Assessment & Feedback; Cultural Intelligence, Emotional Intelligence, Ethics & Moral Competencies; Diversity & Synergy in Management; Corporate Social Responsibility, Culture & HRM Practices; Corporate Governance: A Global Perspective; Games People Play; You are OK- I am OK.

Pedagogy: Lecture, Discussion, Case Study, Demonstration, Role Plays, Games, Simulation, Structured Exercises, Audio-Visual Clips, etc.

Target Participant: Executives at all levels from Industry; Teachers, Students, and Research Scholars from Academics; Executives from NGO's, Govt. and Semi-Govt. Organizations; Professionals and Private practitioners having interest in cross-cultural training activities.

Educational Qualification: Minimum Graduation

Faculty: Expert Faculty from IIT Kharagpur, and reputed institutes and industry.

Certification: Each participant will receive Certificate from IIT Kharagpur duly signed by the Dean, Continuing Education, IIT Kharagpur and the Coordinators of the Course.

Course Fee: Rs. 7,500/- (Individual Sponsorship), Rs. 10,500/- (Industry/Organizational Sponsorship)

How to Apply: Eligible and interested candidates may apply their candidature to the Principal Coordinator on the following address by filling the Application Form accompanied by a Demand Draft of the Course Fee made in favor of '**CEP-STC, IIT KHARAGPUR**', payable at Kharagpur.

Important Dates

Last date for receiving of Application Form: 15 Feb 2011

Confirmation of participation to the course: 17 Feb 2011

Course Date: 25-27 Feb 2011

**** Change of nomination (participants' names in the approved candidature form) is allowed for Industry/Organizational members.*

Mailing Address

Dr. Rabindra Kumar Pradhan

Principal Coordinator – EDP on Cross-Cultural Management

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Application Form
Executive Development Programme
Cross-Cultural Management
(25-27 Feb 2011)
Indian Institute of Technology Kharagpur

1. Name: _____
2. Designation: _____
3. Name of the Institution/Organization: _____
4. Address for Communication: _____
5. Highest Academic Qualification: _____
6. Phone No: _____(O)_____ (R)
7. Mobile No: _____
8. Fax No: _____
9. Email: _____
10. Details about the Demand Draft: Bank name, Draft number & Date, Amount (In Rupees)

Date:

Signature of the Applicant

Approval for Candidates/Sponsorship

We approve the above applicant as a candidate/sponsor the above applicant for the short-term course on “Cross-cultural Management”, to be conducted during 25-27 February 2011.

Date:

Signature and seal of
Approving/ Sponsoring Authority

About the Coordinators

Dr. Rabindra Kumar Pradhan is Assistant Professor of Psychology in the Department of Humanities and Social Sciences, Indian Institute of Technology (IIT) Kharagpur, India. His areas of specialization are Social and Organizational Psychology, positive Psychology, Industrial Psychology, Personnel Selection and Training, Psychological Testing and Measurements, Organizational Behaviour, and Human Resource Development and Management. Prior to his joining in IIT Kharagpur, He served as a Research Scholar and later as a Scientist in DRDO at Defence Institute of Psychological Research, Govt. of India, Delhi for about 10 years. He has more than 12 years of experience in the field of research training, and teaching in the above mentioned fields. He has trained more than 500 hundred defence personnel, scientists, managers and academicians in the field of OB, HR and organizational psychology. He is one of the awardees of DRDO Senior Research Fellowship (SRF) for Doctoral research and also one of the recipients of DRDO Technology Group Award (2003). Dr. Pradhan is a member of various professional organizations such as International Association of Applied Psychology, Indian Society for Training and Development, National Academy of Psychology, India, Indian Academy of Applied Psychology, and Indian Science Congress Association. He has more than 20 publications in referred journals and books. His recent book (2008) on “Emotional Intelligence: Perspectives in Organizations” has received wide attentions from scholars in academics and practitioners in various fields.

Dr. Vijai N. Giri is Professor of Communication Studies in the Department of Humanities & Social Sciences, Indian Institute of Technology, Kharagpur. He joined this Department in 1984 and has been teaching to undergraduate, postgraduate, MBM and Ph.D. students. He is the recipient of National Merit Scholarship, ICSSR Doctoral Thesis Publication Award, New Delhi, and the prestigious *German Academic Exchange Service* (DAAD) Long-Term-Fellowship. Under DAAD-Programme he visited Germany several times to conduct his research work in the area of communication. Dr. Giri has supervised five Ph.D and several M.Tech students. He presented papers and chaired sessions in a number of national and international conferences. He has published a book, eight book chapters, and more than thirty five papers in national and international refereed journals. He was on the editorial board of “Communication Theory” published by International Communication Association, USA and “Encyclopaedia of Communication Theory, Sage, USA. He has worked as ad hoc reviewer for several international journals. Dr. Giri organizes short-term training programmes on *Developing Interpersonal Communication Strategies* for college teachers and middle level managers. His current research interests include intercultural communication, interpersonal communication, organizational communication, communication styles, conflict resolution and negotiation.