



## Managing Multinational Enterprises

*Riding the waves of culture is essential for international business success ... Fons Trompenaars, 1993*  
*There are truths on one side of the Pyrenees which are falsehoods on the other ... Blasé Pascal*

### KEY BENEFITS

Participants gain:

- Knowledge of current developments in cross-cultural management practices in various cultural contexts
- Knowledge of national culture in international business
- Understanding how national culture influences management techniques for managing across borders
- Current research on managing and motivating human capital in diverse settings

### TOPICS

- Work values across cultures
- Management practices across cultures
- Strategies for managing across cultures
- Cultural, social, economic and political foundations of cross-cultural management
- Skills for managing across cultures
- Globalization and the international manager
- Motivation across cultures

### GRADUATE OUTCOMES

Participants gain specialized knowledge and experience about managing in multinational enterprises (MNEs) and gain knowledge of how applied psychology, human capital management and evidence-based management practices influence organizational behaviour. Participants will also be able to think critically about their work roles, apply practical knowledge to improve their interactions with clients and peers and communicate in the workplace with superior skills.

### COMMITMENT

- Intensive mode face-to-face seminars
- Plus self-study

*All participants receive copies of the course materials and access to resources on the Institute's web site*



### COURSE OVERVIEW

With the process of globalisation, a clash of national cultures, values and ideas is inevitable. Today, large MNEs play key roles in the global economy. However, many managers in international settings adhere to management theories and practices that derive from North America theories and models of management.

Successful global managers are increasingly seeing value in management practices that account for the variety of settings in which MNEs operate. Successful international managers also recognize the importance of national culture, which relies on particular frames of meaning.

National culture influences organizational behaviour and knowledge of the role of national culture in international management is now an essential ingredient for the successful management of human capital. National culture serves as a sense-making device to interpret daily experiences, behaviours, objects and situations within workplaces.

This course reviews country-specific work values in an emic approach to understanding international management practices and offers participants opportunities to gain significant skills in managing successfully across borders.

### FACILITATORS

IAPHC utilizes internationally acclaimed organizational psychologists, who deliver their courses in intensive face-to-face seminars over four consecutive days. Tutorials integrate theories with management practices via structured group discussions and multi-media resources that focus on human capital and applied psychology, role plays, critical discussion and live streaming of management events.

Our international experts use pedagogy that encourages integrative thinking, experiential learning and asynchronous interaction among the participants. Tutorial participation, reflective essay, learning journal and a report on employee selection process are part of the course assessment.

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**Bridging theory and practice to develop work ready graduates**

*Broadly speaking industry representatives are satisfied with the technical or discipline-specific skills of graduates, but for some there is a perception that employability skills are under-developed.*

*Some employers believe that universities are providing students with a strong knowledge base but without the ability to intelligently apply that knowledge in the work setting. This is backed up by international research ... Graduate Employability Skills, 2007, DEST, Canberra.*

and Human Capital

**Linking education**

**and the workplace**

