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### **MANAGING ORGANIZATIONAL CULTURE AND CHANGE**

- *How organizational culture helps management achieve its objectives.*
- *How cultural symbols, rites, ceremonies, heroes, and stories are used to sustain an organization's culture.*
- *The differences between strong and weak organizational cultures, and situations in which each of these cultures may be advantageous.*
- *The four different types of organizational cultures and the characteristics of people who fit best with each.*
- *Organizational change and the forces that drive change.*
- *Direct and counsel employees who resist organizational change.*
- *The tactics of change agents while taking into consideration potential sources of resistance.*
- *Tools that enhance our understanding of the change process, such as Lewin's three-step model of change and force field analysis.*



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## **ORGANIZATIONAL CULTURE: INTERNATIONAL IMPACT**

- *Organizational culture definition*
- *Metaphors for the understanding of organizational culture*
- *Types of organizational cultures*
- *Models of organizational culture in different countries*
- *Attitudes towards cultural diversity*



## **MANAGING EMPLOYEE DIVERSITY**

- *Monitor labor force trends and their implications for global firms.*
- *Advantages and challenges of greater diversity in the workforce.*
- *External and internal forces that contribute to successful management of employee diversity*
- *Unique problems and issues confronted by different employee groups.*
- *Employee diversity as a source of competitive advantage.*
- *Human resource management programs that best use the talents of a diverse employee population*



## **MANAGING SOCIAL RESPONSIBILITY AND ETHICS**

- *The four key ethical criteria that managers and employees are likely to use when making business decisions.*
- *Businesses codes of ethics as a way of guiding the conduct of employees faced with ethical dilemmas.*
- *How to encourage ethical behavior in business.*
- *Make ethical decisions in morally challenging business situations.*
- *The significance of corporate social responsibility.*
- *Stakeholders and their influence on a company's priorities and goals.*

