

# **CORPORATE CULTURE**

Number of credits: 4 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

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## **Course description**

The aim of teaching this discipline is to develop in students the complex of theoretical knowledge and practical skills in the field of corporate culture, as well as the further development of the skills of working with professional information, skills, self-sufficiency and teamwork, systematic, creative and critical thinking, effective use of written and oral means of communication.

The main objectives of the discipline are consideration of the concepts of corporate culture, the influence of its place in the human resource management system of the organization is considered a range of issues related to cultural studies.

The course pays special attention to the methodological, theoretical and applied aspects of the discipline. The basic theory in the field of recognition of corporate culture, methodology, development and management of culture in accordance with the requirements of strategic management.

## **Prerequisites**

Lectures, seminars, group presentation, mid-term exam, final Exam.

## **Course outline**

Week 1. Lecture 1. Corporate culture phenomenon, its main functions.

Week 2. Lecture 2. Corporate culture phenomenon, its main functions. Typologies of corporate culture

Week 3. Seminar 1. The main elements of the corporate culture

Week 4. Seminar 2. The main elements of the corporate culture

Week 5. Seminar 3. Current models of corporate culture

Week 6. Seminar 4. Diagnosis and monitoring of corporate culture

Week 7. Seminar 5. Diagnosis and monitoring of corporate culture

Week 8. Seminar 6. Tools of the corporate culture influence the effectiveness of the organization.

Week 9. Seminar 7. Corporate culture Management Technology

Week 10. Seminar 8. Corporate culture Management Technology

Week 11. Seminar 9. Foreign and Russian experience of corporate culture

Week 12. Seminar 10. The study of public relations development in the chosen country.

Week 13. Seminar 11. The role of the leader in framework and development of corporate culture.

Week 14. Seminar 12. The role of the leader in framework and development of corporate culture.

Final exam

### **Assignments**

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

### **Examination**

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

### **Course evaluation**

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	

C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

### Core reading

1. Постовская Я. А. PR фирмы. Внутренние мероприятия и корпоративная культура для формирования имиджа и повышения эффективности работы [Электронный ресурс] / Постовская Я. А. — М. : Лаборатория книги, 2010. — 165 с. — <URL: <http://www.biblioclub.ru/book/97295/>>
2. Персикова Т. Н. Межкультурная коммуникация и корпоративная культура. Учебное пособие [Электронный ресурс] / Персикова Т. Н. — М. : Логос, 2008. — 114 с. — <URL: <http://www.biblioclub.ru/book/84788/>>
3. Корпоративная культура: учебно-методическое пособие [Электронный ресурс]. — Омск : Издательство ОмГУ, Б.г. — 97 с. <URL: <http://www.biblioclub.ru/book/39389/>>.

### Recommended reading

1. Дейнека А. В. Управление персоналом. Учебник [Электронный ресурс] / Дейнека А. В. — М. : Дашков и Ко, 2011. — 293 с. — <URL: <http://www.biblioclub.ru/book/116026/>>.
2. Галкин П. Р. Миссия и цели организации [Электронный ресурс] / Галкин П. Р. — М. : Лаборатория книги, 2010. — 69 с. — <URL: <http://www.biblioclub.ru/book/87396/>>
3. Орехов С. А. Корпоративный менеджмент. Учебное пособие [Электронный ресурс] / Орехов С. А. — М. : Дашков и Ко, 2012. — 440 с. URL: <http://www.biblioclub.ru/book/116495/>>.
4. Кунде Й. Корпоративная религия. Создание сильной компании с яркой индивидуально-стью и корпоративной душой / Й. Кунде; [ред. Г. Ивашевская; пер. с англ. М. Ершовой, Е. Терукова]. — [Изд. 2-е испр.]. — [СПб.]: Стокгольмская школа экономики в С.-Петербурге, 2004. — 272 с.: ил., фот.
5. Минаева Л. В. Внутрикорпоративные связи с общественностью. Теория и практика: [учеб. пособие для вузов по направлению подготовки (специальности) "Связи с общественностью"] / Л. В. Минаева. — М.: Аспект Пресс, 2010.
6. Семенов Ю. Г. Организационная культура: учеб. пособие для студентов высш. учеб. за-ведений, обучающихся по направлению "Менеджмент" и

специальности "Менеджмент организации" / Ю. Г. Семенов. — М.: Логос, 2006. — 256 с. : табл.

7. Семенов Ю. Г. Организационная культура. Учебное пособие [Электронный ресурс] / Семенов Ю. Г. — М. : Логос, 2006. — 256 с. <URL: <http://www.biblioclub.ru/book/84740/>>.

8. Ульяновский А. В. Корпоративный имидж. Технологии формирования корпоративного имиджа для максимального роста бизнеса / Андрей Ульяновский. — Изд. 2-е, дораб. — М.: Эксмо, 2008. — 398 с.