



BUSINESS MANAGEMENT
 LAP 18.2—Chapter 18.2
 Managing Change, Culture, and
 Diversity
 Managing Corporate Culture and
 Diversity

Name _____
 Period _____
 Date Started _____
 Date Completed _____

DoDEA Standards

- ♦PT2e Evaluate information critically and completely.
- ♦PT4c Use information accurately and creatively.
- ♦PT5f Develop the ability to market the assets each individual has.
- ♦PT6a Demonstrate interpersonal, teamwork, and leadership skills necessary to function in diverse and multicultural settings.

Objectives

- ♦ Recognize the sources of change managers face.
- ♦ Explain why it is important for managers to adapt to change.
- ♦ Discuss the reasons people resist change.
- ♦ Describe the steps managers can take to reduce resistance to change.
- ♦ Understand corporate culture and how it is created.
- ♦ Explain the importance of diversity in the workplace.

Resource

Text: Business Management
 Student Workbook and materials for above
 Chapter 18, Managing Change, Culture, and Diversity (18.2—Managing Corporate Culture and Diversity)

Time Frame

5 hours

Introduction

In Chapter 18, Part 18.2, you will learn how a corporate culture affects organizations, four factors that contribute to a company’s corporate culture, four basic types of corporate cultures, and why managers must be capable of managing diverse workforces.

Assignments

Where appropriate and possible, written answers must be in complete sentences and keyed. Turn in completed activities as directed by instructor.

_____ Text: Read Section 18.2, pages 419-431, Managing Corporate Culture and Diversity. Remember to key answers to the BusinessWeek Management Model critical thinking and decision making on page 430.

_____ Text: Section 18.2 Assessment, p. 431. Key answers to critical thinking questions and the case analysis.

- _____ Workbook: Complete Chapter 18 Review, pages 265-267, and pages 272-273.
- _____ Internet Extension (Changes) pages 55-56: Reminder: All DoDEA and School Internet Contract Rules apply to all assignments done on the Internet. Complete all questions.
- _____ Text: Chapter 18 Assessment, p. 433, Applying Management Principles. Prepare as directed.
- _____ Internet Text Activity: BusinessWeek Online, page 433. This activity requires a magazine article on "handling cultural differences in the workplace". Don't forget, you may also check the web site called <http://www.findarticles.com> for assistance. Complete as directed making sure you reference the article, date, and exact title. (You will not be presenting to the class).
- _____ Workbook: Complete Chapter 18 Database Application, pages 278-279. Follow directions carefully and fill in your interpretation of your results and conclusions.
- _____ Workbook: Chapter 18 Self-Assessment: Using the text, complete self-assessment, pages 274-277.
- _____ **See the instructor for the Chapter 18 Test.**

Self Assessment - "I can . . . "

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