

# AIMS-CIEC Certificate Program in Global Management

## CAMBRIDGE INTERNATIONAL EDUCATION CENTRE, UK



Cambridge International Education Centre (CIEC), UK is founded by ***Prof Stuart Wall, Professor and former Dean of Business School at Cambridge University.***

CIEC has tied up with AIMS, Bangalore to carry out the following program for Post graduate students pursuing MBA or PGDM at AIMS, Bangalore.

Students of Semester III MBA & PGDM at AIMS Business School will be given the opportunity to obtain a **“Certificate in Global Management”** by attending an augmentation program by Cambridge International Education Centre, Cambridge, UK. The program will be conducted at AIMS campus by faculty from Cambridge University, UK. The augmentation certificate will be jointly issued by AIMS & CIEC, UK.

### Overview of the program

The aim of the module is to raise awareness about the complexity of international business and the importance of addressing cross-cultural issues both at an organizational and at an individual level. The course will give students an opportunity to study the history of culture related research and develop a critical view about the currently available frameworks. The national and organizational cultures will be discussed to find way is which how a multi-cultural workforce can provide an opportunity rather than cause difficulties for an organization.

Participants will learn to appreciate the complexity of international business and will acquire useful skills to enable them to operate successfully in different cultural environments. The aim of this module is to give not only theoretical knowledge but also provide first hand, personal experience of the challenges and learning opportunities that stem from interacting with people who come from different cultural backgrounds.

The use of case studies and scenarios from different cultural backgrounds play an important part in the delivery of this module. It is relevant both to students who have had

direct experience in at least two cultures as well as to those who have not had this experience.

It is an interdisciplinary course that will draw on the body of knowledge in international business, management, organizational theory, knowledge management, psychology, organizational learning and cross-cultural management.

Students are expected to:

- take an active part in the module
- engage fully with the topics of the lectures and seminars.
- work continuously and take every opportunity to make observations, discoveries and
- learn about their own and other cultures.

### **Intended Learning Outcomes**

On successful completion of this module students will be able to:

- Critically evaluate the importance of cultural factors inside and outside the workplace
- Critically analyze different cultures using appropriate contextual frameworks
- Examine and evaluate the complexity of culture within organizations including specific issues such as complex nature of verbal and non-verbal communication
- Critically analyze their personal cultural heritage and evaluate its influence on their behavior in a multi-cultural environment

### **Assessment**

There will be a group exam and a group presentation, each with a 50% weightage.