**NMIMS**

**Organization culture**

**Internal Assignment for June 2020 Examination**

**1. As a Leader of Global Services ltd, Sanjana aspires to create a strong organizational culture. How can she contribute to culture building of the company? What specific steps can she take to create a learning culture at global services?**

**Answer**: When new employees join an organisation, they carry their own set of expectations and desires. They are completely strangers to the people, work place and the work environment. As a result, it is likely to feel insecure, shy and nervous. In the absence of information and support, there is likely to be anxiety, apprehensions and fear in their minds. They may undergo reality shock caused by a gap between their expectations and the real situation. This can lead to some adverse consequences in the form of employee’s morale getting lower, high dissatisfaction towards the job, low commitment towards the organisation and poor interpersonal relationships with other employees or frustration compelling the employees to quit the organisation.

**In a study, researchers discovered the following facts about new employees:**

* The initial days on the jobs were the most disturbing and fretful.
* ‘New employee’s initiation’ practices by peers strengthened anxiety.
* Anxiety interfered with the training process.
* Anxieties even lead to employee turnover.
* The new employees were reluctant to discuss their problems with their seniors or supervisors.

**Different ways through which Sanjana can create learning culture in the organization**

**Stories**: New employees are totally unaware about the culture of the organization and needs to be aware about the culture so that they can work in the organization with full dedication. After joining, new employees can learn about the culture using some stories which is related to the company and the Its half solved sample only

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**2. The revenues at B R logistics have been dwindling off late. Clients have been complaining of laxities on the part of the employees. The top management recognizes the need to bring about a profound culture change to bring in agility and customer centricity in the company. They want the HR to equip themselves with the right strategy to meet these needs. Why do companies experience a need for cultural change? What process of Organizational culture change will HR follow at B R Logistics?**

**Answer**: Organizational culture is said to be a blend of innovation and the ability to take risks, attention to detail, outcome orientation, people orientation, team orientation, aggressiveness and stability. It is formed through the values and beliefs which people accumulate from childhood and are deeply embedded in their minds. If colleagues have shared values and beliefs, their compatibility level is generally high. Their intolerance towards different culture or cultural group may be the result of prejudices developed during their formative years. The role of the managers is to establish common guidelines of organisational culture.

In today’s dynamic business world, organisations that do not cope with rapid changes in the environment are left far behind in the race of becoming market leaders. There is no organisation that can take pride in having a constant or status quo corporate culture. Stability today is now

**3. a. Alex has been chosen to set up the India business for Glenmorgan ltd, a US based Financial service company. Alex needs to keep in mind the cross-cultural factors that can impact the employee management practices in India. Keeping the Hofstede’s Cross-cultural model in mind, which are the factors that Alex will have to be aware of?**

**3. b. Start Cruiser, is a dynamic tourism company, aspiring in making their mark in Space tourism. They want a culture that upholds innovation. What are the ways in which they can create an innovative culture?**

**Answer**: a) Organization culture is a system where values, norms and principles are shared largely by all people. Values are the beliefs that guide our behaviour and decisions across a variety of situations. Values are intensely held in the organization culture and are known as shared values. Shared values are those values that are practiced in common by all the employees of the organization. For example, increasing organizational efficiency, increasing productivity, maintaining the image and good will of the company, etc, if these are followed and shared by almost all the employees of the company then it is known as shared values. Thus, organization