Minor Organizational Culture
Vrije Universiteit Amsterdam - Onderwijscentrum VU - Minoren - 2012-2013
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Doel vak
Important goals in this module are:
- Understand which anthropological theories and methods can contribute
to organization and business perspectives.
- Identify the different fields in which business anthropologists are
hired.
- Identify roles anthropology has to play in business as well as how
anthropologists work within a business context.

Inhoud vak
This seminar explores how anthropological theories and methods have made
significant contributions to the business world. Business anthropology
is defined as applying anthropological theories and practices to the
needs of private sector organizations, especially industrial business
firms. Increasingly business anthropologists are hired in corporations
in the fields of:
- marketing and consumer behavior,
- product design,
- international business,
- intercultural management,
- cross cultural cooperation,
- organizational cultural change.
The seminar discusses these fields and the possibilities of organization
anthropologists to acquire work and assignments as business anthropology
is gaining importance and prestige in the business sector.

Onderwijsvorm
Lectures and discussion groups (70%-30%). 12 lectures deal with most
important fields of business anthropologists. Students will prepare and
discuss two assignments.

Toetsvorm
Students have to hand in the two assignments (20%) before permitted for
the final exam (80%).

Literatuur
Tian, Robert G., Lillis, Michael P., and Van Marrewijk, Alfons H.

Doelgroep
Bachelor students
Identity and Diversity in Organizations

The aim is to develop insight in identity and diversity related processes of in/equality and in- and exclusion in organizational life. The goal is to provide students with the analytical instruments to analyze and assess 'what is going on' in organizational settings in which identity and diversity, as reflections of societal developments, prevent or enable people from full participation.

Inhoud vak
Identity and diversity are ever more salient themes within organizations. Various approaches of identity in organizations provide different perspectives on how diverse identities relate to each other within organizational settings. Some focus on the processes of sense making, others focus on the notion of power in relation to identity in order to understand processes of in- and exclusion within organizations. Ethnicity, gender, physical condition, and age are explicit categories that could become sources of exclusion. Background, class, and education play a role in a more implicit sense. There are various reasons for organizations to become inclusive of diversity. It is commonly believed that if diversity is managed well, it could increase creativity by broadening the scope of organizations. Yet, organizations are also open arenas in which societal and global discourses of otherness and exclusion are reproduced and practiced. These processes of in- and exclusion are sometimes explicit but mostly implicit and hard to trace because they are embedded within organizational culture and taken for granted in social practice. In this course, an overview of theoretical perspectives relating to identity and diversity issues will be provided with the specific attention for concepts such as power and discourse. This theoretical framework is used to engage with several societal discussions such as affirmative action and the introduction of quotas. Students will be challenged to reflect upon their own positioning in relation to these theories by preparing case studies in subgroups.

Onderwijsvorm
Lectures and group presentations

Toetsvorm
Assessment is based on participation in lectures and discussions and a final exam. The final written exam counts for 70% of the grade and 30%
is based on the group presentation. Students need to pass both elements.

**Literatuur**
To be announced

**Doelgroep**
Students of the Minor Organizational Culture, students of the Minor Frontiers of Multicultural Societies and exchange students.

**Intercultural Communication**

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<tr>
<td>Faculteit</td>
<td>Faculteit der Sociale Wetenschappen</td>
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<tr>
<td>Coördinator</td>
<td>dr. F.J. Companjen</td>
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<td>Docent(en)</td>
<td>dr. F.J. Companjen</td>
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**Doel vak**
To gain knowledge of theories of, and different perspectives on, intercultural communication between people in organizations.

**Inhoud vak**
Theories of intercultural communication will be discussed at three levels:
- the general level of 'culture'; the pro's and con's of cultural dimensions, functional versus interpretative perspectives, etc.
- the group level (identities, in and out-group communication)
- the individual level (imagery, power and negotiation)
The consequences for organizational analysis will receive strong attention at all three levels.

**Onderwijsvorm**
Lecture

**Toetsvorm**
Multiple Choice exam, take-home question(s).

**Literatuur**
A reader Intercultural Communication will be available.

**Doelgroep**
Bachelor students in Communication Studies, students in the minor Organizational Culture, and exchange students.

**Organization Politics**

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Students participating in Organizational Politics are familiarized with the relevant disciplinary perspectives within the current debates in the field of cultural approaches in organization studies. This subject provides students with an opportunity to:
1. Learn about the centrality of power and politics in the field of organization studies;
2. Research and evaluate critically practices of power;
3. Become adept at theorizing power. They will do this through:
   - Mastering the theory of power and its application to organizations
   - Developing an ability to diagnose and analyse power and policies
   - Coming to terms with the inherent dilemmas and choices involved in developing and exercising power.

Inhoud vak
- Knowledge of power processes in relation to culture in organizations;
- Application of social scientific perspectives and theories on power in organizations;
- The management and use of power as well as unintentional and latent aspects of power;
- Analysis of academic texts, and the application of theoretical debates to case studies, group discussions reflecting on the connection between theory and the practical manifestations of power in organizational settings.

Onderwijsvorm
Lecture

Toetsvorm
Written examination (paper)

Doelgroep
Students who are interested in:
1. Classic and current models of power used and applied in organization and management theory;
2. The types of arguments and evidence used to justify and elaborate different types of theorizing, research and writing practices;
3. The centrality of the management of power and resistance to organizational reality.

Organizational Discourse and Narrative Analysis
Doel vak
The aims of this course can be formulated as follows:
- Enhance knowledge of different approaches to discourse and narrative analysis.
- Enhance knowledge of the importance of discourse and narrative analysis for the field or organizational studies.
- Acquire practical experiences with (organizational) discourse and narrative analysis.
- Stimulate critical reflection on the (im)possibilities of the use of organizational discourse and narrative analysis.

After the course, you will be able to recognize different theoretical approaches to organizational discourse and the underlying philosophical premises of these approaches. You are able to critically reflect on the strengths and weaknesses of particular approaches and examples of empirical studies. Furthermore, after completion of this course you will be able to recognize and critically elaborate the use of rhetorical and discursive strategies in current societal and organizational situations.

Inhoud vak
The course focuses on processes of collecting, representing, and analysing organizational discourses and narratives. Organizations consist of people who on a daily basis are engaged in sense-making, meaning attribution processes concerning the structures they work in, the tasks they perform, their identities (within and outside the organisation) and their relations with their colleagues. The basic premise of discourse and narrative analysis is that language is a form of social behaviour that plays an important role in the way social identities and relations are constructed and (re-)produced. The objects of discourse and narrative analysis are patterns in language behaviour as well as changes in these patterns. Attention will be paid to different approaches in discourse and narrative analysis. Some approaches focus on the actor as a (co-)producer of discourses and narratives. Other approaches focus on structure, i.e., the language user as a ‘reproducer’ or even ‘prisoner’ of certain discourses and narratives. During the lectures attention will be paid to the philosophical underpinnings of social scientific approaches to organization studies in general and of interpretive approaches in specific. A range of different theoretical approaches to organizational discourse and narratives will be discussed, as well as examples of current empirical studies from this field. Students in the course will also be asked to actively engage in discussions of cases, to collect and analyze texts from different sources - including newspaper articles, promotional material and video material - themselves.

Onderwijsvorm
Lectures

Toetsvorm
Essay

Literatuur
To be announced
Doelgroep
Students Minor Organizational Culture, exchange students