**Unit 4: Planning and Controlling**

**Activity 4: Corporate Culture Questions**

1. What is corporate culture also known as?
2. What is it often described as?
3. Finish this sentence… “it is the combined beliefs…”

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| external link icon | Watch these two videos for insight into corporate culture and how it works. (links from OERB website) |

1. List and describe/define the two levels of corporate culture.
2. List the four elements of daily organization life where observable culture is found.

|  |  |
| --- | --- |
| external link icon | Read more from the “[Building Your Company’s Vision](http://www.tecker.com/downloads/buildingvision.pdf)” article by James C. Collins and Jerry I. Porras. Be sure to read **at least** the first five pages of the article (pages 65-69). Take note of the core values for these corporations: Merck, Nordstrom, Philip Morris, Sony, and Walt Disney. (from OERB website) |

1. Under the “Corporate Culture and Strategic Management” heading describe what is accomplished through corporate culture.

|  |  |
| --- | --- |
| multimedia icon | Assist Kate Delgado as she discovers the [core and observable culture](http://download.elearningontario.ca/repository/1236990000/BOH4MPU04/BOH4MPU04A04/mme/corperate/preloader.htm) at ATOM Communication Agency. (from OERB website) |

**Assignment – Part 1**

Read the article entitled “[UGRs®: The Way We Really Do Things Around Here](http://download.elearningontario.ca/repository/1236990000/BOH4MPU04/BOH4MPU04A04/docs/UGRs_The-way-we-really-do-things.pdf).” (from OERB website)

Think about the “unwritten ground rules” at organizations where you worked or volunteered. The article focused on negative UGRs, but sometimes UGRs can be positive as well.

**Question #1:** Identify one unwritten ground rule you experienced and describe the effect it had on organizational culture. What was management’s response to the UGR? (**3 Marks**)

**Answer #1:**

**Assignment – Part 2**

Read both of the following case studies, then choose **one.**

**Case 1 (click on links from OERB website)**  
[Corus: Continuous improvement as a business strategy](http://download.elearningontario.ca/repository/1236990000/BOH4MPU04/BOH4MPU04A04/docs/corus_13_full.pdf)

**Case 2**[Siemens: Creating a high performance culture](http://download.elearningontario.ca/repository/1236990000/BOH4MPU04/BOH4MPU04A04/docs/siemens_12_full.pdf)

Answer the four questions at the end of the case study you selected. Your answers must be in complete sentences.

**Answers: (7 Marks)**

Case Study # \_\_\_\_\_\_\_\_?

Answer #1

Answer #2

Answer #3

Answer #4