

Chapter 16: Culture and Diversity

I-Summary: This chapter discusses the effect of business culture and diversity in the workplace. Business culture refers to the standards of a particular company. Culture refers to the customs a country. Companies must research the languages, customs, and tastes of the countries with which they are doing business. Business etiquette is socially acceptable business conduct, and differs from country to country. To avoid cultural problems when doing business abroad, many companies hire local managers. The shared values, beliefs, and goals of a company are known together as that company's corporate culture. Diversity means a variety of people with different backgrounds. Companies with diversity tend to thrive. Diversity in the general population leads to a more diverse marketplace. Human resources managers oversee diversity in the workplace. Unfair treatment of a person or group is called discrimination. There are many laws to prevent discrimination. The Equal Employment Opportunity Act was passed to protect workers from discrimination. Businesses that promote and embrace diversity in the workplace have found many benefits.

I-Quiz

Quiz yourself to check your understanding. For each question, you will hear four answer choices. After you hear all four answer choices, choose your answer during the pause. Then you will hear the correct answer. Let's begin.

Question 1

Which term refers to the standards of a particular company?

- a. employee handbook
- b. diversity
- c. business culture
- d. business etiquette

Question 2

Which is NOT usually something companies need to learn more about when marketing products abroad?

- a. language
- b. customs
- c. tastes
- d. climate

Question 3

Which is NOT a way to formally define a corporate culture?

- a. a code of ethics
- b. a job description
- c. a written manual
- d. the orientation process

Question 4

Which term refers to differences in work habits and approaches to tasks?

- a. diversity
- b. stereotypes
- c. cultural differences
- d. ageism

Question 5

Which can lead to a competitive advantage in business?

- a. stereotypes
- b. culture
- c. diversity
- d. prejudice

Answer Key

1. The correct answer is C, business culture. Business culture relates to the standards of a particular company.

2. The correct answer is D, climate. To market products successfully in another country, companies must research a country's languages, customs, and tastes. The climate of a country usually doesn't affect marketing.

3. The correct answer is B, a job description. A job description is a formal outline of the requirements of a job.

4. The correct answer is A, diversity. Diversity in the workplace means differences in skills, work habits and approaches to tasks.

5. The correct answer is C, diversity. Diversity leads to a more realistic world view, which can lead to a competitive advantage.