

# **BSAD560 Intercultural Business Relations**

## **Class 2: Culture Creators, Systems, and Values**

# Factors that Create Culture

- *ecology*
- *history*
- *institutions*
- *technology*
- *biology?*

# Universal Systems

- Economic
- Political
- Education
- Kinship
- Religion

# Cultural Universals

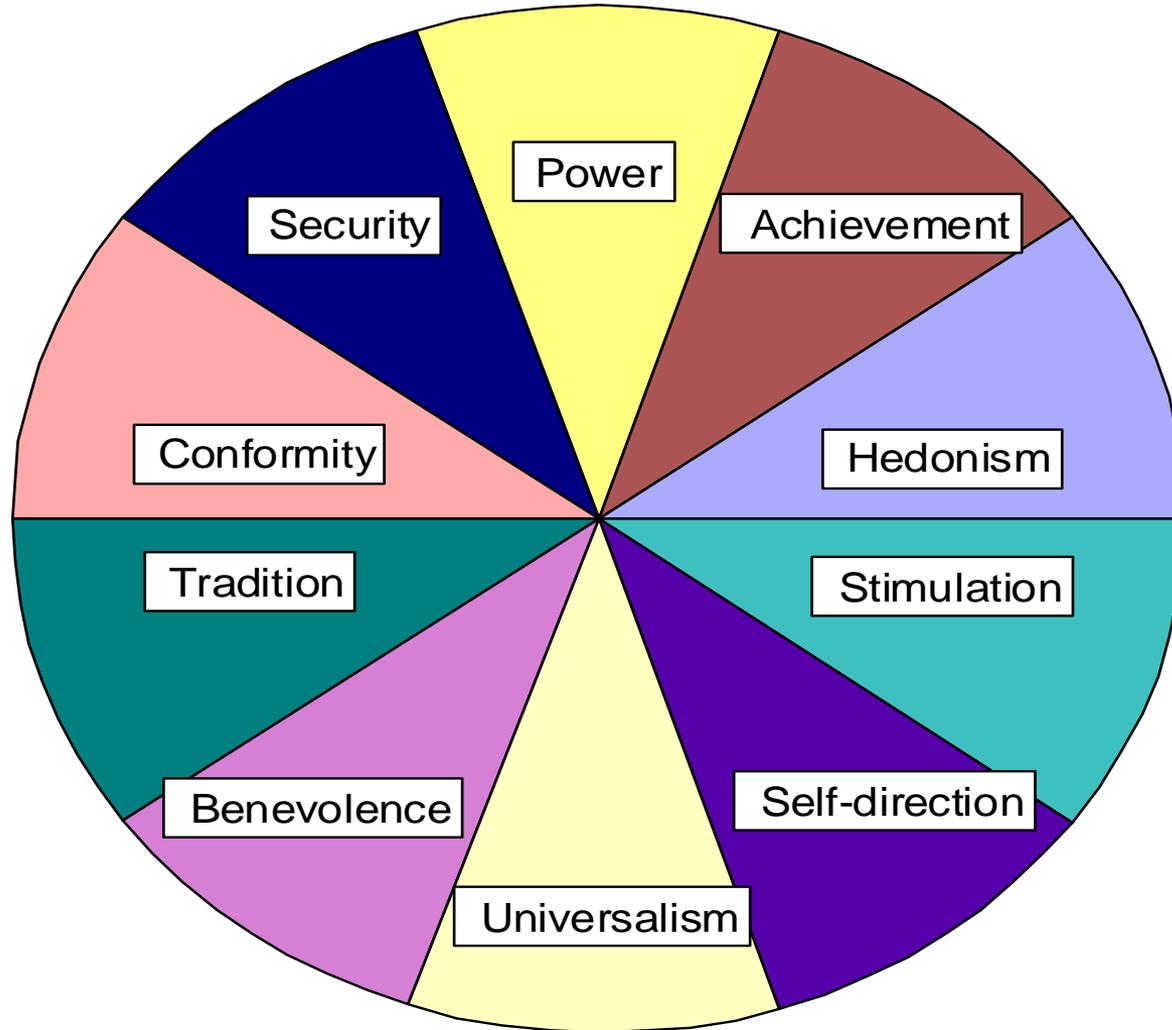
- age-grading
- body adornments
- calendar
- courtship
- division of labor
- education
- ethics
- food taboos
- humor
- incest
- inheritance rules
- language
- marriage
- mourning
- music
- mythology
- numerals
- penal sanctions
- property rights
- sports
- superstition
- status differentiation
- tool making
- visitation

# Roots of Culture

- **Beliefs** — ideas and concepts assumed to be true
  - Core beliefs (fundamental teachings about what is reality and expectations of how the world works)
  - secondary beliefs (ideas often based on teachings of authority figures)
  - peripheral beliefs (matters of personal taste)
- **Values** — desired characteristics / goals of a culture
- **Norms** — standard behavior / surface characteristics; outward manifestations of beliefs and values

# Ten Value Types

from Shalom Schwartz



# U. S. Values

- ★ individualism
- ★ equality
- ★ materialism
- ★ science and technology
- ★ progress and change
- ★ work and leisure
- ★ competition
- ★ mobility
- ★ volunteerism
- ★ action and achievement