

Course 01:
Introduction to organisationnel culture /
Corporate culture
by Prof. SOULEH Samah

Lectures for first-year Master's students in Business Management.

Department of Economic Sciences

– University of Biskra

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Learning objectives

- By the end of this session, students will be able to:
- Define organizational culture.
- Explain the importance of culture in organizations.
- Identify the main elements of culture.
- Differentiate between organizational culture and related concepts (climate, values, norms).

– Warm-up / Icebreaker

- *What does “culture” mean to you?*
- *When you think of culture, what comes to mind?*

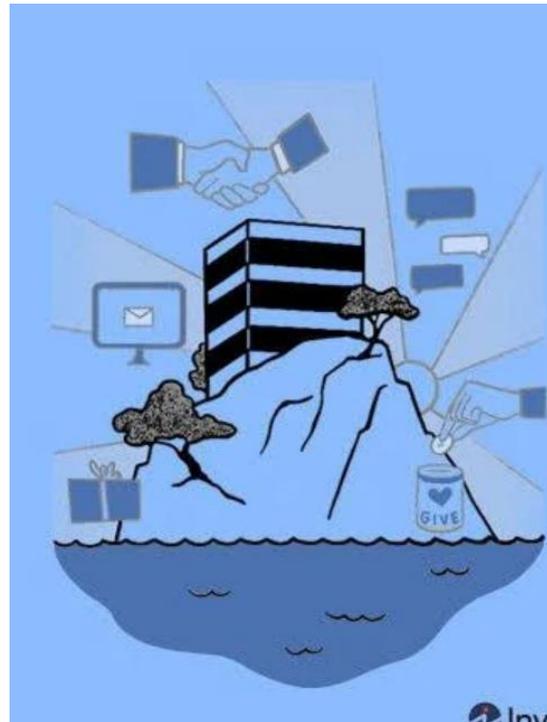
Example:

- Family traditions
- University life
- Work or company habits
- Daily rituals or values
- *(Use images: family gathering, university lecture hall, office team meeting — to make it visual.)*

- *“We see that culture is about shared values, practices, and ways of living. Organisations, like families or societies, also have their own culture — which is our focus in this course.”*

What is Organizational Culture?

- Definitions from key authors (Schein, Hofstede, Deal & Kennedy).
- Simple definition:
“Organizational culture is the shared values, beliefs, and assumptions that shape behavior in organizations.”

An illustration on a light blue background depicting a small island. On the island, there is a black and white striped building, a computer monitor with an envelope icon, a gift box, a hand holding a blue folder, and a hand holding a blue can labeled 'GIVE' with a heart. The island is surrounded by water, and there are faint lines suggesting a larger structure or network. The text 'Corporate Culture' is written in a bold, black font to the right of the illustration. Below the title is the phonetic transcription ['kɔr-p(ə-)rət 'kæl-çər]. Further down is a definition: 'The beliefs and behaviors that determine how a company's employees and management interact and handle outside business transactions.' At the bottom right, there is a small logo for 'Investopedia'.

Corporate Culture

[ˈkɔr-p(ə-)rət ˈkæl-çər]

The beliefs and behaviors that determine how a company's employees and management interact and handle outside business transactions.

What is the difference between corporate culture and organizational culture?

- **1. Definition of Organisational Culture:**

Organisational culture refers to the **shared values, beliefs, norms, and practices** that shape how people behave and work together within an organisation.

- **Focus:**

It's about *how things are done internally* — how employees interact, make decisions, and perceive their organisation.

- **Examples:**

Communication style (formal or informal)

Decision-making (centralised or participative)

Risk-taking and innovation

Employee relations and motivation

- **Key theorists:**

Edgar Schein (1985): Culture as shared assumptions learned by a group.

Deal & Kennedy (1982): Culture is “the way things get done around here.”

What is the difference between corporate culture and organizational culture? Follow-up

- **2. Definition of Corporate Culture:**

Corporate culture is a **specific type of organisational culture** — usually referring to **large corporations** and how they project their values and identity *both internally and externally*.

- **Focus:**

It often includes the organisation's **brand image, ethics, leadership style, and reputation** — the “public face” of the company's culture.

- **Examples:**

Apple's culture of innovation and design excellence

Google's culture of creativity and openness

Toyota's culture of continuous improvement (“Kaizen”)

- **Key idea:**

Corporate culture connects internal behaviour with **corporate strategy and public identity**.

Example to illustrate:

- A **university** has an *organisational culture* (values of academic integrity, collegiality, and learning).
But a **multinational company** like *Coca-Cola* has a *corporate culture* (values of happiness, teamwork, and global brand consistency).

What is the difference between corporate culture and organizational culture? Follow-up

Aspect	Organisational Culture	Corporate Culture
Scope	Any organisation (private, public, NGO, university)	Mainly business corporations
Focus	Internal values and employee behaviour	Corporate identity and brand values
Audience	Internal members	Both internal and external stakeholders
Goal	Internal coherence and performance	Strategic alignment and reputation

Why Culture Matters?

- Influences employee behavior and decision-making.
- Guides communication and conflict resolution.
- Impacts organizational performance and adaptability.
- Shapes identity and image.
- Reduces conflict in multinational teams
- Improves communication and collaboration
- Supports leadership and motivation strategies
- Enhances adaptability and innovation

Mini-discussion: *How can cultural misunderstandings affect teamwork?*

Culture vs. Climate

- **Culture** = deep-rooted, long-term, shared assumptions.
- **Climate** = current atmosphere, perceptions, “mood” of the organization.

Examples of Organizational Culture/ corporate culture

- Google (innovation, openness).
- Military (discipline, hierarchy).
- Hospitals (professional ethics, teamwork).

Key Takeaways

- Organizational culture = shared values, beliefs, assumptions.
- It affects behavior, identity, and performance.
- Schein's 3 levels provide a framework to analyze culture.