



**BUDAPEST UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Blended short-term mobility course 2025

**APPLY BY
28 FEBRUARY 2025**

THE REALITIES OF ORGANIZATIONS

24-28 MARCH 2025

Course leader

[DR. NICHOLAS CHANDLER PHD, ASSOCIATE PROFESSOR PHD](#) - Department of Leadership & Human Resources Development and guest speakers from academia and the corporate world

Language of the course

English (B2)

Credit value

3 ECTS

Registration fee

FREE of charge for BUEB partner universities

Organizer

BUEB- Department of Leadership and Human Resource Development

Participating level

BA and MA students - recommended for students studying business administration and management

COURSE AIMS:

Business students could benefit from our Realities of Organizations course, discussing topics such as why things don't always go to plan in companies, the challenges of mergers, the key role of communication and what happens when the goalposts are moved.

The course will enable students to understand the nature of organizational culture as it evolves and the tools and techniques which they can use to help a culture progress to a higher level. This course alternates between presentations and activities to complement the concepts, perspectives and approaches covered.

APPLICATION:

[BUEB SHORT-TERM MOBILITY COURSE 2025 REG. LINK](#)



PROGRAMME OVERVIEW

- Online introductory session will take place mid-March as part of the Blended short-term mobility course.
- Welcome event for all international course participants including BUEB students and Faculty members

1. BLOCK (10×45 MINS)

- Introduction to the realities of organizations: why things don't always go to plan in companies.
- Icebreaker Task: Defend the egg
- Group Task: case study of Jamies restaurants + Café Frei (2 groups)
- Duck and cover? Self-preservation and avoiding conflict: an introduction to persona and shadow.
- Task: Building a persona
- The Boss, le Patron, Der chef: leadership styles and cultural characteristics
- Task: comparative case study
- That's not my job! The jobsworth mindset, fragmentation and subcultures. Can an organization have a single culture?
- Group Task: a case study of the bank wiring room (Hawthorne experiments) – norms and informal structures

2. BLOCK (8×45 MINS)

- The challenges of mergers: the merging of cultures
- Group activity: Merger by numbers
- Competing Values Framework – the importance of the cultural audit
- Individual task: diagnosing organisational culture
- Video task: The meeting culture
- Organizational cultural change – presentation of culture types (Blame, multidirectional etc.), Structures by regions,
- Group Task: Secoinsa case study

3. BLOCK (8×45 MINS)

- The key role of communication and what happens when the goalposts are moved.
- Group activity: Square box with a hole in the middle – instructions, planners vs implementers,
- Comparative case study: Netflix, KPMG, Amazon and Pfizer: comparing leadership, values, norms, employee treatment and criteria for success.
- Group activity: Welcome to my Village
- Course Feedback

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