**DEVELOPING INTERNATIONAL MARKETS**

**LEARNING OUTCOME 4: ACTIVITY 2**

**Homework Activity**

## **Organisational culture**

Produce a 1000 word report on organisational culture.

You should address the following:

* What is organisational culture?
* Why is it important?
* The key values that contribute to building a company’s culture.

You will then be asked to discuss your report during a feedback session with the rest of your class.