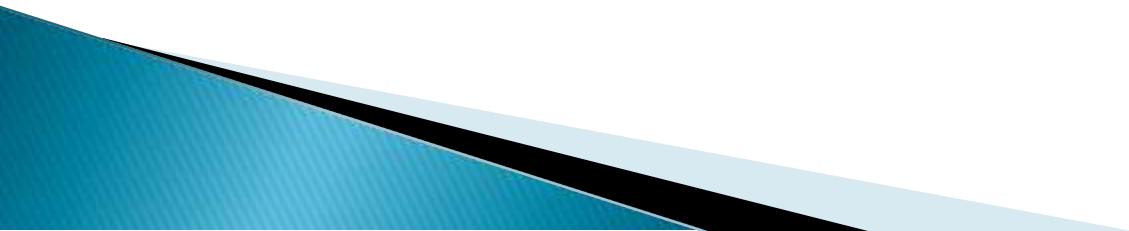
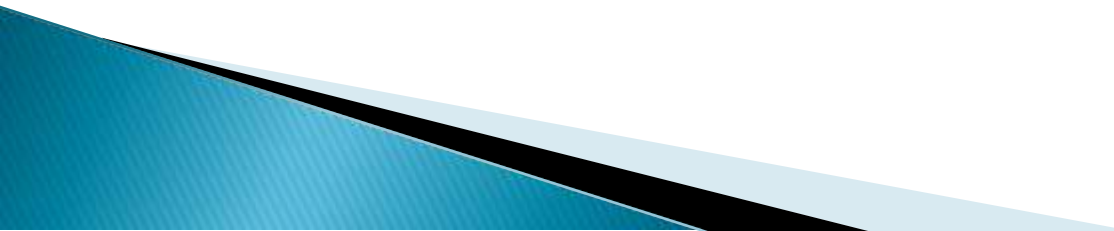


BUSINESS ENVIRONMENT



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SUBJECT : BUSINESS ENVIRONMENT

Course Code: 20UCO2AC4

TOPIC : Culture



A conceptual image featuring several white, stylized paper cutouts of human figures holding hands in a circle. In the background, a globe of the Earth is visible, showing continents and oceans. The word "CULTURE" is superimposed in the center in a bold, black, serif font.

CULTURE

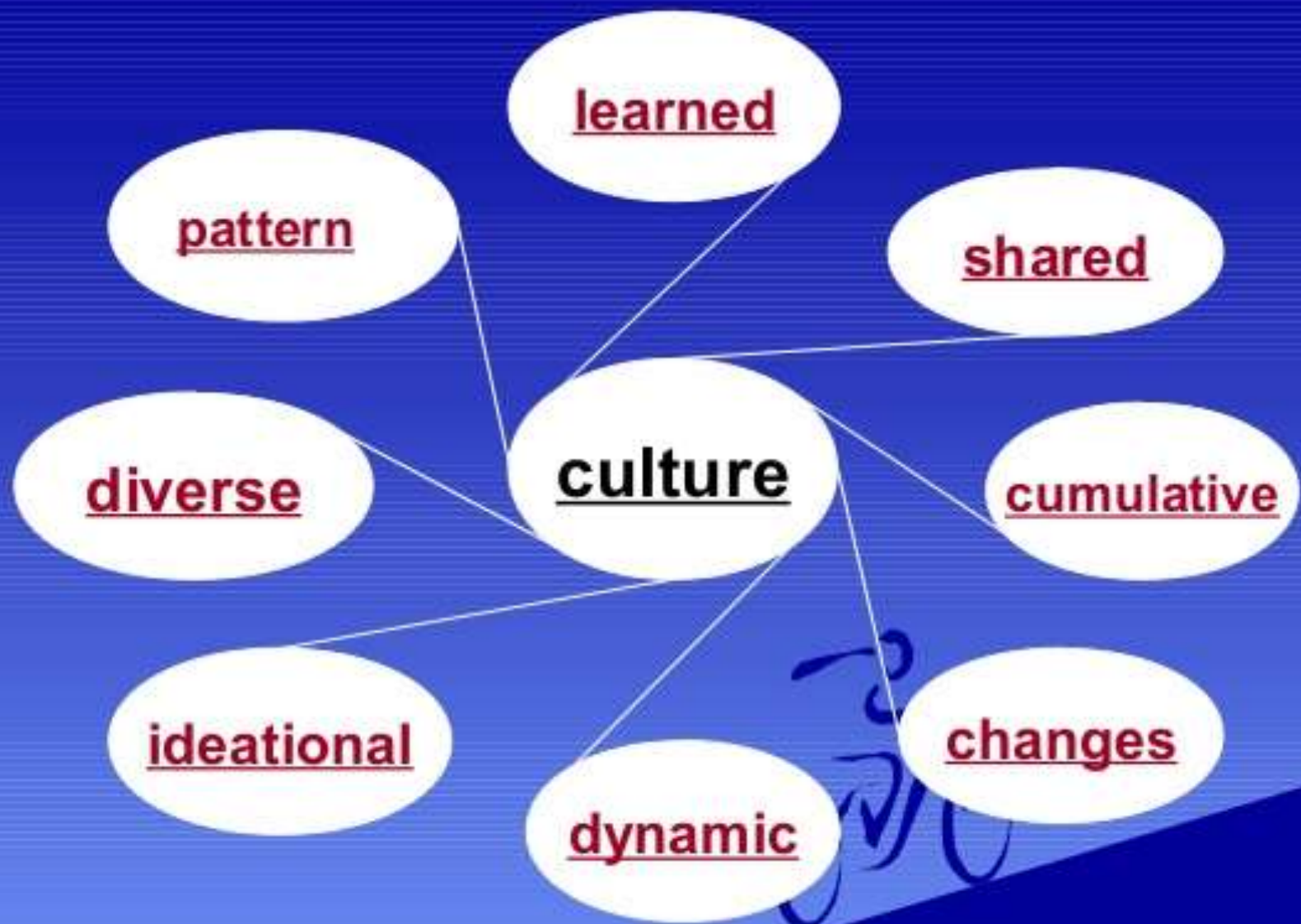
Introduction:

- Culture is one of the important concepts in sociology.
- No human society can exist and develop without its culture. The main difference between the animal and human societies is of culture only.
- Animal societies have no culture because they do not have systems of learning and transmitting social experiences.
- Sociologists are keenly interested in the study of culture because the study of human society is incomplete without it.



Edward Tylor

Culture is that complex whole which includes knowledge, beliefs, art, law, custom, and any other capabilities and habits acquired by man as a member of the society.



Culture is learned

A child born in the Philippines but was brought to the United States after birth may not develop traits characteristic of Filipinos.



Culture is shared

The idea that marriage involves only one man and one woman is cultural in our society.



Culture is cumulative

Each culture has worked out solutions to the basic problems of life, which it then passes on to its children.



Cultures change

All cultural knowledge does not perpetually accumulate. At the same time that new cultural traits are added, some old ones are lost because they are no longer useful.



Culture is dynamic

No culture is ever in a permanent state. It is constantly changing because new ideas and new techniques are added and old ways are constantly modified and discarded.



Culture is ideational

Culture is an ideal pattern of behavior
which the members are expected to
follow.



Culture is diverse

The sum total of human culture consists of a great many separate cultures, each if them different. Culture as a whole, is a system with many mutually interdependent parts.



Culture gives us a range of permissible behavior patterns

Every culture allows a range of ways in which men can be men and women can be women. Culture also tells us how different activities should be conducted, such as how one should act as a husband, wife, parent, child, etc.



THANK YOU