
Department of Preparatory Training

Level: 1st Year

Module: Human Engineering

Module Leader : Arzazi Mohammed

Course n°7: Enterprise culture

Course outline

Introduction

- 1- Enterprise culture definition
- 2- Enterprise culture components
- 3- Enterprise culture challenges
- 4- Examples of strong corporate cultures

Conclusion

Academic year: 2025-2026

Intoduction

Enterprise culture or corporate culture is a key element for the success of an organization. It defines the values, beliefs and behaviours that determine how employees interact with each other and with customers. Corporate culture is also a determining factor for employee morale and motivation to work for the enterprise.

1- Enterprise culture definition

The enterprise culture is defined by Omar Aktouf as a set of beliefs, values and norms shared by the members of an organization. It gives employees and leaders a sense of belonging by allowing them to adhere to a common vision of what is an organization." (AKTOUF(O), symbolism and "corporate culture": From conceptual abuse to field lessons, Eska Edition, Ottawa, 1990. P. 553).

2- Enterprise culture components

a- Myths

Myths are the legends or stories associated with the enterprise's past. They serve to reinforce shared values. They can be related to the personalities that have marked the life of the enterprise. The founder's myth is widespread and exploited. Ex: Henri Ford, Walt Disney,

b- Values

Values are the rules and norms shared by the different actors of the enterprise. They define ways of acting and thinking. (For example: Danone Group's website defines four values: openness, enthusiasm, humanism, proximity) , the values are there to instill the "right way" to do the job.

c- Collective rites (The rituals)

Rites are the direct expression of the values conveyed by the enterprise, they make them tangible and they make it possible to federate the collaborators around the project of the enterprise. These rites can be multiple: recruitment, conferences, seminars, working meetings, receptions, staff evaluation.

d- Symbols

Such as a logo, uniform or badge that distinguishes members of the organization from those outside it, the use of specific words and expressions (Novartis: Caring and curing).(BMW: Sheer driving pleasure). (Sony: like no other). (Samsung: Imagine the possibilities). (LG: life is good). (apple: Take difference).

e- Taboos

Taboos are events of the past that must be avoided because they evoke a failure or a difficult situation that is feared to happen again. These are often business failures of the enterprise, or past events with little glory. Similarly, one does not pronounce the name of a person who has played a negative role in the history of the enterprise.

3- Enterprise culture challenges

- Culture is an important tool for facilitating human resource management.
- Culture motivates people who invest more intensely with the feeling of participating in a common work.
- Culture is a factor in the integration of staff within the enterprise.
- Culture strengthens the links between the members of the enterprise: their solidarity, their sense of belonging to the group. It is the unifying element of the enterprise.

4- Examples of strong corporate cultures

There are many examples of companies that have a strong corporate culture, including:

- **Google:** Google focuses on innovation, creativity and employee well-being. Employees are encouraged to think innovatively and come up with ideas to improve processes and products. Employees can also participate in side projects that allow them to develop their own ideas. This culture has made Google one of the most innovative companies in the world.
- **Patagonia:** Patagonia's culture is based on ethics and social responsibility. The company is committed to ecological and social initiatives, such as environmental protection and the fight against climate change. Employees are also trained to adhere to the company's ethical standards and rules of conduct.

Conclusion

The goal of an Enterprise culture (Corporate culture) is to create a work environment that promotes employee performance, motivation and satisfaction. Having a strong corporate culture is important to improve employee performance, foster talent retention, improve the quality of customer relationships and strengthen the company's reputation. Business leaders must therefore strive to strengthen their corporate culture to ensure the success of their enterprises.