

Liverpool John Moores University

Title: BUSINESS PRACTICE ACROSS THE WORLD
Status: Definitive
Code: **5008BUSBS** (117137)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Adrian McGrath	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group Presentation.	50	
Report	Report	Individual Report.	50	

Aims

To study the relationship between language and culture and develop communicative skills across cultural and linguistic boundaries

To analyse the socio-cultural environment of International Business.

To understand the issues and challenges of international activity within an evolving global market place.

To examine the role of SMEs and multinational companies in the global market place.

To study the characteristics and opportunities of appreciate the challenges of going into international markets.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appreciate how stereotypes are formed and exploited, and reflect on one's own culture and behaviour.
- 2 Demonstrate an awareness of cultural and organisational dimensions and analyse their impact on business performance.
- 3 Appreciate the issues and challenges facing the international business environment.
- 4 Discuss issues associated with MNCs and SMEs foreign activity.
- 5 Identify how the theory & practice of market entry strategies impact on international business activity in the different regional trading blocs.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1	2	
Report	3	4	5

Outline Syllabus

The socio-cultural environment of international business:

- *cultural stereotypes and different perspectives of cultural norms;*
- *communicative competence & potential barriers to communication.*

Introduction to the environment of international business;

International business and trade concepts;

The small firms and international business;

Multinational Companies;

Environmental issues and international business;

Regional blocs (EU, BRIC, South-East Asia, etc...);

Emerging markets: characteristics and opportunities.

Learning Activities

Interactive lectures

Discussion groups

Pair and small group work

Task-based activities

Notes

The module looks at the impact of cultural norms and values in international activity and will help students develop cross-cultural competence skills. It analyses the international business environment, its characteristics and challenges and provides an overview of the the different trading blocs of the global market place.