

## Liverpool John Moores University

Title: BUSINESS PRACTICE ACROSS THE WORLD  
Status: Definitive  
Code: **5508SERBS** (118197)  
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: South Eastern Regional College

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.