

Liverpool John Moores University

Title: BUSINESS PRACTICE ACROSS THE WORLD
Status: Definitive
Code: **5510HEPBS** (118861)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: HELP College

Team	Leader
Adrian McGrath	Y

Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 78.00
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Tutorial	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group Presentation.	50.0	
Report	Report	Individual Report.	50.0	

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:

- LO 1 Appreciate how stereotypes are formed and exploited, and reflect on one's own culture and behaviour.
- LO 2 Demonstrate an awareness of cultural and organisational dimensions and analyse their impact on business performance.
- LO 3 Appreciate the issues and challenges facing the international business environment.
- LO 4 Discuss issues associated with MNCs and SMEs foreign activity.
- LO 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	LO 1	LO 2	
Report	LO 3	LO 4	LO 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

References

Course Material	Book
Author	Jandt, F E
Publishing Year	2009
Title	An Introduction To Intercultural Communication
Subtitle	Identities In A Global Community
Edition	6th edition
Publisher	Sage Publications Inc.
ISBN	

Course Material	Book
Author	Wild, J J and Wild, K
Publishing Year	2007
Title	International Business
Subtitle	The Challenges of Globalization
Edition	4th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Daniels, J, Radebaugh, L H and Sullivan, D
Publishing Year	2005
Title	International Business
Subtitle	Environments and Operations
Edition	10th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Hill, W L
Publishing Year	2004
Title	International Business
Subtitle	Competing in the Global Marketplace
Edition	
Publisher	McGraw Hill Higher Education
ISBN	

Course Material	Book
Author	Rubey, J and Grinshaw, D
Publishing Year	2004
Title	The Organisation of Employment
Subtitle	An International Perspective (Management, Work & Organisations)
Edition	
Publisher	Palgrave
ISBN	

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.