

Liverpool John Moores University

Title: COMPARATIVE BUSINESS CULTURES
Status: Definitive
Code: **6001BUSMA** (108275)
Version Start Date: 01-08-2011

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

Team	Leader
Adrian McGrath	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report	50.0	
Report	AS2	Essay	50.0	

Aims

To demonstrate the impact of the globalization process across international business.

To evaluate the influence of socio-cultural dimensions within international business organizations.

To develop an analytical perspective in appreciating business performance in international contexts.

Learning Outcomes

After completing the module the student should be able to:

- 1 Deconstruct the cultural and management factors that influence business operations in the global market place.
- 2 Analyse the nature of business as a social system.
- 3 Evaluate and interpret comparative business cultures as reflected in different international contexts.

Learning Outcomes of Assessments

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

CW	1	3
CW	2	

Outline Syllabus

Globalisation as a consequence of change in business management
Culture as both 'cause and effect' of social structures and values
Culture as a business variable
Creation of a comparative business model for evaluation purposes
Business cultures in Europe: East and West
Business cultures in Far East: Japan
Business cultures in BRIC/ LEM countries: Brazil, Russia, India and China
Theory into practice of culture in national and international business

Learning Activities

Interactive lectures
Discussion groups
Video input and analysis
Task based activities

References

Course Material	Book
Author	French, R. & Knapp, C.
Publishing Year	2007
Title	Cross-cultural Management in Work Organisations
Subtitle	
Edition	
Publisher	Chartered Institute of Personnel & Development
ISBN	

Course Material	Book
Author	Goldsmith, J.C., Ingen-Housz, A. & Pointon, G.H. (Eds.)
Publishing Year	2007
Title	ADR in Business: Practice and Issues across Countries and Cultures
Subtitle	
Edition	
Publisher	Kluwer Law International
ISBN	9041125841

Course Material	Book
Author	Koen, C.
Publishing Year	2005
Title	Comparative Management
Subtitle	
Edition	
Publisher	McGraw Hill Higher Education
ISBN	0077103912

Course Material	Book
Author	Kunzar, L.A. & Sanderson, S.K.
Publishing Year	2007
Title	Studying Societies and Cultures
Subtitle	
Edition	
Publisher	Paradigm
ISBN	1594512876

Course Material	Book
Author	Hofstede, G., Hofstede, G.J. & Minkov, M
Publishing Year	2005
Title	Cultures and Organisations: Software Of The Mind, 3rd edition
Subtitle	
Edition	
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Hampden-Turner, C. & Trompenaars, F.
Publishing Year	1997
Title	Riding the Waves of Culture: Understanding Cultural Diversity in Business, 2nd edition
Subtitle	
Edition	
Publisher	Nicholas Brealey

ISBN	
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Course Material	Book
Author	Engardio, P.
Publishing Year	2007
Title	Chindia
Subtitle	
Edition	
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Moran, R. T., Harris, P. R. & Moran, S. V.
Publishing Year	2007
Title	Managing Cultural Differences: Global Leadership Strategies For The 21st Century 7th edition
Subtitle	
Edition	
Publisher	Butterworth-Heinemann
ISBN	

Notes

This broad based module conveys wide knowledge and in-depth insights into different business cultures such that the student has the skills to perform effectively in a cross-national business environment.