

## Liverpool John Moores University

Title: COMPARATIVE INTERNATIONAL BUSINESS CULTURES  
Status: Definitive  
Code: **6009BUSBS** (117133)  
Version Start Date: 01-08-2021

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

Team	Leader
Brigitte Hordern	Y

**Academic Level:** FHEQ6      **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
Seminar	52

**Grading Basis:** 40 %

### Assessment Details

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

### Aims

*This module aims to provide students with an appreciation of the key factors that underpin business practice in China, Japan and the Arab-, Spanish- and French-speaking worlds. It also examines the strategies that should be adopted to achieve success there, together with practical guidance on how to work with a company dealing with these different cultures.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise a range of key issues underpinning the economy and business in China, Japan and the Arab-, Spanish- and French-speaking worlds in a global context;
- 2 Appreciate the key drivers behind their different economies and adopt practical strategies for success;
- 3 Identify key cultural issues critical to business success in China, Japan and the Arab-, Spanish- and French-speaking worlds;
- 4 Apply appropriate linguistic strategies for simple communicative functions in Chinese, Arabic, French, Japanese and Spanish.

## Learning Outcomes of Assessments

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

Presentation	1		
Report	2	3	4

## Outline Syllabus

*Introduction to key issues in the economies of China, Japan and countries from the Arab-, Spanish- and French-speaking worlds:*

*China, Japan and Arab countries from a Western perspective,*

*History,*

*Culture,*

*Economy and economic reform*

*Politics and government,*

*The view of the world from the perspective of each of these cultures,*

*Identification of sources for further information.*

*Business practices, protocols and customs:*

*Understanding the cultural norms of business in China, Japan and the Arab-, Spanish- and French-speaking worlds,*

*Intercultural awareness as part of business success,*

*Do's and don't's of business practice.*

*Language skills for business:*

*Exchange of personal information,*

*Key expressions and phrases for business,*

*Survival level competence in everyday situations.*

## Learning Activities

Lecture, seminar, group work, presentation, small research project, viewing videos.

## **Notes**

This module is designed to appeal to business students who wish to develop intellectual awareness of business development in China, Japan and the Arab-, Spanish- or French-speaking worlds. It is of special relevance to students interested in the possibility of engaging professionally with these cultures.