

Summary Information

Module Code	6011LBSBW
Formal Module Title	Cross Cultural Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module provides students with the theoretical knowledge and practical skills needed to manage and lead across cultures.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse cross-cultural theories and their application in an international business context.
MLO2	2	Critically analyse the ways in which national culture influences the strategy, structure and management practices of business organisations around the world.
MLO3	3	Critically evaluate the skills needed to successfully communicate, negotiate and lead across cultures.

Module Content

Outline Syllabus	Culture and Management Models of National Culture Comparing Business Cultures around the World Critical Perspectives on Cross-Cultural Management Culture and Organisations Culture and Strategy Managing People across Cultures Marketing across Borders Cross-Cultural Communication and Negotiation Cross-Cultural Leadership
Module Overview	
Additional Information	With the increasing globalisation of businesses and the growing diversity of the workforce, managers must be able to understand and manage cultural differences in order to achieve corporate objectives. This module provides students with the theoretical knowledge and practical skills needed to manage and lead across cultures. More specifically, it aims to: - introduce students to mainstream and critical theories of cross-cultural management - develop an understanding of similarities and differences across cultures, as well as an awareness of the limitations of one's own cultural perspective - provide a comparative analysis of business cultures around the world - examine how business organisations and management practices vary across cultures - provide an understanding of the cultural factors involved in international strategy, marketing and human resource management. - provide insights into the practical aspects of effective cross-cultural leadership, communication and negotiation in an international business context.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	PRESENTATION	40	0	MLO1, MLO3
Report	Report	60	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Vanesa Pesque-Cela	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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