

Liverpool John Moores University

Title: COMPARATIVE BUSINESS STRUCTURES
Status: Definitive
Code: **6056BUSAE** (111248)
Version Start Date: 01-08-2011

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

Team	Leader
Martine Shepherd	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 2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework: pair work - report 3000 to 3500 words	100.0	

Aims

To demonstrate the general impact of socio-cultural and institutional factors on business organisation and to develop an analytical perspective towards the impact of cultural factors in business performance.

Learning Outcomes

After completing the module the student should be able to:

- 1 Interpret the implications of culture as a social institution
- 2 Analyse the nature of business as a social system
- 3 Evaluate and interpret how both these socio-cultural phenomena interact

Learning Outcomes of Assessments

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

CW 1 2 3

Outline Syllabus

Culture as both 'cause and effect' of social structures and values
Culture as a business variable
Business cultures in Western Europe: France, Germany, Spain and the U.K.;
Business cultures in the Far East: Japan and the Peoples Republic of China.
Business cultures in Africa and India.
Theory and 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

Notes

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