

## Liverpool John Moores University

Title: International Business Cultures  
Status: Definitive  
Code: **6319BUSBS** (122083)  
Version Start Date: 01-08-2021

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

Team	Leader
Giuseppe Scotto	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	individual presentation	50	
Report	RPT	2,500-word report	50	

### Aims

*Develop and demonstrate appropriate business and cultural understanding in an international context*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the cultural and management factors that influence business operations in the global market place.
- 2 Recognise the diversity and complexity of culture and how they affect communication between cultures
- 3 Critically analyse comparative business cultures, including cross-cultural issues
- 4 Develop an understanding of international business etiquette

### **Learning Outcomes of Assessments**

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

PRES	1	2	3
RPT	1	2	4

### **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 Far East, emerging markets, EU: Japan*  
*Business cultures in BRIC/ LEM countries: Brazil, Russia, India and China*  
*Theory into practice of culture in national and international business*

### **Learning Activities**

Lectures  
 Workshops  
 Seminars

### **Notes**

Develop and demonstrate appropriate business and cultural understanding in an international context