

Liverpool John Moores University

Title: COMPARATIVE INTERNATIONAL BUSINESS CULTURES
Status: Definitive
Code: **6509SERBS** (118211)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: South Eastern Regional College

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.