

### Summary Information

Module Code	6510IMPBW
Formal Module Title	International Business Cultures
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
International College IMPERIA

### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

### Module Offering(s)

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

## Aims and Outcomes

Aims	Develop and demonstrate appropriate business and cultural understanding in an international context
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate knowledge of the cultural and management factors that influence business operations in the global market place.
MLO2	2	Recognise the diversity and complexity of culture and how they affect communication between cultures
MLO3	3	Critically analyse comparative business cultures, including cross-cultural issues
MLO4	4	Develop an understanding of international business etiquette

## Module Content

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
Module Overview	
Additional Information	Develop and demonstrate appropriate business and cultural understanding in an international context

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	PRESENTATION	50	0	MLO1, MLO2, MLO3
Portfolio	Report	50	0	MLO1, MLO2, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Elena Teso	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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