

Summary Information

Module Code	6510WUCBW
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
Business and Management

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-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks
SEP_NS-MTP	MTP	September (Non-standard start date)	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
Report	Report	50	0	MLO1, MLO2, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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