

Liverpool John Moores University

Title: COMPARATIVE INTERNATIONAL BUSINESS CULTURES
Status: Definitive
Code: **6514HEPBS** (118875)
Version Start Date: 01-08-2011

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

Team	Leader
Brigitte Hordern	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 78.00
Total Learning Hours: 240
Private Study: 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Seminar	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.		50.0	
Report	REport		50.0	

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:

- LO 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;
- LO 2 Appreciate the key drivers behind their different economies and adopt practical strategies for success;
- LO 3 Identify key cultural issues critical to business success in China, Japan and the Arab-, Spanish- and French-speaking worlds;
- LO 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	LO		
	1		
Report	LO	LO	LO
	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.

References

Course Material	Book
Author	Ambler, T, Witzel, M and Xi, C
Publishing Year	2009
Title	Doing Business in China
Subtitle	
Edition	3rd edition
Publisher	Routledge
ISBN	

Course Material	Book
Author	French, R and 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	Moran, R T, Harris, P R and Moran, S V
Publishing Year	2007
Title	Managing Cultural Differences
Subtitle	Global Leadership Strategies For The 21st Century
Edition	7th edition
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Nydel, M K
Publishing Year	2005
Title	Understanding Arabs
Subtitle	A Guide for Modern Times
Edition	
Publisher	Intercultural Press
ISBN	

Course Material	Book
Author	Nisbett, R E
Publishing Year	2005
Title	The Geography of Thought
Subtitle	How Asians and Westerners Think Differently... and Why
Edition	
Publisher	Nicholas Brealey

ISBN	
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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.