

Liverpool John Moores University

Title: International Business Cultures
Status: Definitive
Code: **6719SERCBS** (123165)
Version Start Date: 01-08-2021

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

| Team | Leader |
|---------------|--------|
| Hilary Bishop | |

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