

Liverpool John Moores University

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Title: COMMUNICATION IN AN INTERNATIONAL BUSINESS WORLD
Status: Definitive
Code: **7045BUSIS** (108191)
Version Start Date: 01-08-2011

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

Team	Leader
Susan Hill	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 60.00
Total Learning Hours: 150
Private Study: 90

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	36.000
Seminar	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	20 minute group presentation	40.0	
Presentation	AS2	assessed academic seminar	40.0	
Reflection	AS3	individual written refelction	20.0	

Aims

To enable future managers to be aware of and fully utilize language and communication to enhance their management effectiveness in an international setting.

Learning Outcomes

After completing the module the student should be able to:

- 1 Use the language of international business to participate effectively in complex international management situations.
- 2 Reflect on areas of communication breakdown and develop linguistic strategies to facilitate communication repair.
- 3 Achieve an appropriate level of receptive knowledge and productive use of functional language and vocabulary appropriate to a variety of international management contexts.
- 4 Read, summarise and critically discuss texts relevant to an academic programme of study in international management.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Group presentation	1	3
Assessed seminar	1	2 4
Reflective report	1	2 4

Outline Syllabus

The dynamics of international business communication contexts.

The language functions and exponents of those functions which can be used to facilitate international business communication.

The practice of language skills through business simulation exercises.

Read, summarise and critically discuss a variety of issues in international business and communication.

Current business topics in a variety of international settings.

Learning Activities

Emphasis is placed on developing confidence and competence through a high level of interactivity and collaborative activities, involving interactive lectures, group discussions and task-based activities.

References

Course Material	Book
Author	Emmerson, P
Publishing Year	2007
Title	Business English Handbook Advanced

Subtitle	
Edition	
Publisher	Macmillan ELT
ISBN	

Course Material	Book
Author	Engardio, P (ed.)
Publishing Year	2007
Title	Chindia
Subtitle	How China and India are Revolutionizing Global Business
Edition	
Publisher	McGraw Hill: New York
ISBN	

Course Material	Book
Author	Hofstede, G
Publishing Year	2001
Title	Culture's Consequences
Subtitle	International Differences in Work-related Values
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Mscull, B
Publishing Year	2004
Title	Business vocabulary in use (advanced)
Subtitle	
Edition	
Publisher	CUP
ISBN	

Course Material	Book
Author	Sweeney, S
Publishing Year	2004
Title	English for Business Communication
Subtitle	
Edition	
Publisher	CUP
ISBN	

Notes

This module should provide learning that will be useful to the student's future career ambitions, as manager, both with regard to the importance of communications and of language, particularly if they are operating in a multi-cultural setting. The coursework

work will provide an opportunity to investigate an in-depth issue which will challenge a diverse range of theories and their application to an international business environment.