

## Module Information

2022.01, Approved

### Summary Information

|                     |  |
|---------------------|--|
| Module Code         | 7310ECBM   |
| Formal Module Title | Communication in An International Business World |
| Owning School       | Business and Management                          |
| Career              | Postgraduate Taught                              |
| Credits             | 20   |
| Academic level      | FHEQ Level 7                                     |
| Grading Schema      | 50   |

### Teaching Responsibility

|                                   |
|-----------------------------------|
| LJMU Schools involved in Delivery |
| LJMU Partner Taught               |

### Partner Teaching Institution

|   |
|---|
| Institution Name                        |
| European College of Business Management |

### Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Workshop             | 60    |

### Module Offering(s)

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

## Aims and Outcomes

|      |  |
|------|--|
| Aims | To enable future managers to be aware of and fully utilize language and communication to enhance their management effectiveness in an international setting. |
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**After completing the module the student should be able to:**

### Learning Outcomes

| Code | Number | Description   |
|------|--------|---|
| MLO1 | 1      | Use the language of international business to participate effectively in complex international management situations.   |
| MLO2 | 2      | Critically reflect on areas of communication breakdown and develop linguistic strategies to facilitate communication repair.  |
| MLO3 | 3      | Achieve an appropriate level of receptive knowledge and productive use of functional language and vocabulary appropriate to a variety of international management contexts. |
| MLO4 | 4      | Read, summarise and critically discuss texts relevant to an academic programme of study in international management.  |

## Module Content

|                        |  |
|------------------------|--|
| 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.  |
| Module Overview        |  |
| Additional Information | 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 preparatory tasks will be case study based and delivery will focus on examination of actual case studies and presentation based materials that enhance the learners' understanding of communication within the context of the global marketplace. The coursework 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. |

## Assessments

| Assignment Category | Assessment Name               | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-------------------------------|--------|--------------------------|---------------------------------|
| Presentation        | Group presentation            | 40     | 0                        | MLO1, MLO3                      |
| Artefacts           | Assessed seminar              | 40     | 0                        | MLO1, MLO2, MLO4                |
| Artefacts           | Individual written reflection | 20     | 0                        | MLO2, MLO4                      |

## Module Contacts

