

Module Information

2022.01, Approved

Summary Information

Module Code	7320ECBM
Formal Module Title	International Business Culture for Managers
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	36

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 foster an appreciation of how culture manifests itself within a management structure. To investigate embedded cultural preconceptions with a view to generating a comparative analysis of international management. The module will also seek to challenge stereotypical views that are commonly held by dominant management styles.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Formulate an analytical approach to identifying different management styles in various international contexts.
MLO2	2	Critically evaluate the impact of cultural diversity when managing in an international context.
MLO3	3	Devise a comparative framework of cultural characteristics that can be considered when assessing new international working environments.
MLO4	4	Synthesise cultural awareness and management skills in a contextually relevant manner in international management.

Module Content

Outline Syllabus	The nature of international management in relation to cultural diversity. Appreciating that one nation may subsume different cultures. The achievement of cultural transition in the borderless world of business. The dynamic and changing nature of business culture. Comparative frameworks as tools for managers to achieve synergy in international business ventures.
Module Overview	
Additional Information	The module is designed to foster an appreciation of how culture manifests itself within a management structure. Through directed tasks and in class, the learner will investigate embedded cultural preconceptions with a view to generating a comparative analysis of international management. The module will also seek to challenge stereotypical views that are commonly held by dominant management styles. Assessment is by an individual report (4,000 words) based on the comparative analysis of different international business cultures.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	1,500 word report	30	0	MLO1, MLO2, MLO3, MLO4
Report	2,500 word report	70	0	MLO1, MLO2, MLO3, MLO4

Module Contacts