

Liverpool John Moores University

Title: INTERNATIONAL BUSINESS
Status: Definitive
Code: **7506BM** (103490)
Version Start Date: 01-08-2011

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

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 38.00
Total Learning Hours: 150
Private Study: 112

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group assignment with report.	50.0	
Exam	AS2	exam	50.0	2.00

Aims

- 1. To provide module participants with a clear understanding of the controversial phenomenon known as 'globalisation' and of its general implications for conducting business world-wide;*
- 2. To provide participants with an analytical frame work for scientifically investigating that anthropological phenomenon know as 'culture', with particular reference to the business dimensions thereof;*
- 3. To synthesise their global and cultural awareness(es) in an immediate and*

relevant way by investigating the industrial cultures of three leading global trading nations: Germany, Japan and China;

4. To establish, within the global context, an initial yet informed insight into the practical implications of (international) business culture issues for corporate policy-making within transitional companies.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand completely the precise nature of globalisation and its general implications for conducting business/trade on a global scale;
- 2 Demonstrate a full initial appreciation of: (i) the nature of 'culture'; (ii) its implications for business conduct/operations international; and (iii) of the extent to which global business phenomena interact with business culture phenomena at regional and national level;
- 3 Imbibe the lessons of the current travails of corporate capitalism (primarily in Germany and Japan), i.e. of how government-industry relations in those countries affect corporate behaviour, changes in that behaviour, and the extent to which global/cultural features are paramount;
- 4 Turn the slogan 'globalisation' into a meaningful concept to guide and shape corporate policy formulation and implementation in all relevant contexts: globally, regionally, nationally and sub-nationally.

Learning Outcomes of Assessments

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

Essay	1	2	3	4
EXAM	1	2	3	4

Outline Syllabus

Globalisation – global context and environment:

globalisation, its nature and direction, e.g. 'drivers: firm behaviour, technology, macro-economic factors government policies.

'Myth of globalisation' – winners and losers; 'death of nation state? Special role of international finance.

Hofstede's mode of cultural analysis culture as mental programme/collective phenomenon; significance of values/norms (folkways and mores); rituals and heroes; the five dimensions.

General introduction to European business cultures contrasting Rhineland capitalism with Latin business cultures, e.g. France and Italy. Special reference to Germany: its place in the EU; government industry relations; philosophy and practice of German management. Contrast with Anglo-Saxon business culture of U.K., and

U.S.A. e.g. long-termism v. short-termism; production v. finance cultures.

Identifying both the distinctive and common element of the two leading business cultures of East Asia: Japan and China. Common cultural basis in Confucianism and Buddhism; structure and ownership of industry; government-industry relations; economic, industrial, and financial reform; global impact.

Learning Activities

The assessment tasks focus the students' efforts, on identifying an establishing a theoretical framework for understanding business operations and applying it both within the parameters of national contexts and of the prerequisites and exigencies of transitional companies.

The module examines in depth the phenomena of:

- (i) globalisation, (business) culture(s) and international business (operations);
- (ii) the precise nature of the former's interaction; and
- (iii) their practical implications for managing transnational companies.

References

Course Material	Book
Author	Hamel, G. & Phahalad, C. K.
Publishing Year	1996
Title	Competing for the Future,
Subtitle	
Edition	
Publisher	Harvard Business School Press.
ISBN	

Course Material	Book
Author	Hampden-Turner, C. & Trompenaars, F.
Publishing Year	1993
Title	The Seven Cultures of Capitalism,
Subtitle	
Edition	
Publisher	Piatkus
ISBN	

Course Material	Book
Author	Hofstede, G.
Publishing Year	1980
Title	Cultures Consequences:
Subtitle	International Differences in Work-Related Values,
Edition	

Publisher	Sage Publications.
ISBN	

Course Material	Book
Author	Hofstede, G.
Publishing Year	1994
Title	Cultures and Organisation,
Subtitle	
Edition	
Publisher	Harper Collins.
ISBN	

Course Material	Book
Author	Mead, R.,
Publishing Year	1994
Title	International Management-Cross Cultural Dimensions
Subtitle	
Edition	
Publisher	Blackwell.
ISBN	

Course Material	Book
Author	Ohmae, K.
Publishing Year	1990
Title	The Borderless World,
Subtitle	
Edition	
Publisher	Harper Business.
ISBN	

Course Material	Book
Author	Ohmae, K.
Publishing Year	1995
Title	The End of the Nation State,
Subtitle	
Edition	
Publisher	McKinsey/The Free Press/Simon & Schuster.
ISBN	

Course Material	Book
Author	Parker, B.
Publishing Year	1998
Title	Globalization and Business Practice.
Subtitle	
Edition	
Publisher	Sage Publications.
ISBN	

Course Material	Book
Author	Randlesome, C. (ed)
Publishing Year	1994
Title	Business Cultures in Europe
Subtitle	
Edition	
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Soros, G.
Publishing Year	1998
Title	The Crisis of Global Capitalism
Subtitle	
Edition	
Publisher	Little, Brown & Co.
ISBN	

Notes

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