

Liverpool John Moores University

Title: INTERNATIONAL BUSINESS CULTURE FOR MANAGERS
Status: Definitive
Code: **7558EBMMI** (119429)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: European College of Business Management

Team	Leader
Susan Hill	Y

Academic Level: FHEQ7 **Credit Value:** 15 **Total Delivered Hours:** 36

Total Learning Hours: 150 **Private Study:** 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	18
Tutorial	18

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual report (3,500 words) based on the comparative analysis of different international business cultures.	100	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Report	1	2	3	4
--------	---	---	---	---

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.

Learning Activities

Activities will consist of interactive lectures; group discussions; task-based activities; case studies and independent research.

Notes

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 (3,500 words) based on the comparative analysis of different international business cultures.

