

Liverpool John Moores University

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Title: COMMUNICATION IN AN INTERNATIONAL BUSINESS WORLD
Status: Definitive
Code: **7559EBMMI** (119430)
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:** 60

Total Learning Hours: 150 **Private Study:** 90

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Seminar	12
Tutorial	36

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	20 minute group presentation	40	
Presentation	AS2	assessed academic seminar	40	
Reflection	AS3	individual written reflection	20	

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.

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 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.