Liverpool John Moores University

Title: INTERNATIONAL BUSINESS CULTURE FOR MANAGERS
Status: Definitive
Code: 7046BUSIS (108192)
Version Start Date: 01-08-2011

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

<table>
<thead>
<tr>
<th>Team</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Hill</td>
<td>Y</td>
</tr>
</tbody>
</table>

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00

Total Learning Hours: 150
Private Study: 114

Delivery Options
Course typically offered: Runs Twice - S1 & S2

Component Contact Hours
Workshop 36.000

Grading Basis: 40 %

Assessment Details

<table>
<thead>
<tr>
<th>Category</th>
<th>Short Description</th>
<th>Description</th>
<th>Weighting (%)</th>
<th>Exam Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>AS1</td>
<td>Individual report (3,500 words) based on the comparative analysis of different international business cultures.</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

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.

References

<table>
<thead>
<tr>
<th>Course Material</th>
<th>Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Engardio, P (ed.)</td>
</tr>
<tr>
<td>Publishing Year</td>
<td>2007</td>
</tr>
<tr>
<td>Title</td>
<td>Chindia</td>
</tr>
<tr>
<td>Subtitle</td>
<td>How China and India are Revolutionizing Global Business</td>
</tr>
<tr>
<td>Publisher</td>
<td>McGraw Hill: New York</td>
</tr>
<tr>
<td>ISBN</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Material</th>
<th>Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Hofstede, G</td>
</tr>
<tr>
<td>Publishing Year</td>
<td>2001</td>
</tr>
</tbody>
</table>

Page 2 of 3
Notes

This module should prove valuable for those students interested in adopting and adapting to different international business management contexts. A diverse range of cultural theories and their application to global business will be challenged. Formative feedback will be provided both in class and on prepared written work, which will then transpose into supporting the written assignment. The assignment will address the rationale for the approach adopted and recommendations for the specific business context that is selected.