

MODULE SPECIFICATION FORM

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| Module Title: Cross Cultural Management | Level: 7 | Credit Value: 20 |
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| Module code: BUS756 (if known) | Cost Centre: GAMP | JACS2 code*: N120 |
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| Semester(s) in which to be offered: | 1 or 2 | With effect from: January 2015 |
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| Office use only: To be completed by AQSU: | Date approved: September 2012 Date revised: January 2015 Version no: 2 |
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| Existing/New: New | Title of module being replaced (if any): n/a |
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| Originating Academic area: | Management | Module Leader: | Rajib Mustofa |
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| Module duration (contact hours/directed & private study) | 200hours (33/167) | Status: core/option/elective (identify programme where appropriate): | Core |
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| Percentage taught by Subjects other than originating Subject (please name other Subjects): | n/a |
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| Programme(s) in which to be offered: | Pre-requisites per programme (between levels): | Co-requisites per programme (within a level): |
| MBA (International Business) | n/a | Globalisation and Emerging Markets |

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| Module Aims: <ul style="list-style-type: none"> To gain an understanding of the effects of culture that can be applied to a wide variety of interactions in different organisational settings. |
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- To recognise the significance and implications of developing sound knowledge and intercultural communication skills.
- To evaluate cross-cultural paradoxes, and how they can influence the patterns and processes of cross-cultural management.

Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Identify and assess different contributors to cultural diversity in our society.
2. Evaluate the challenges and influence of culture on communication and management.
3. Examine components and characteristics of cultural codes.
4. Critically analyse and develop strategies to effectively manage intercultural issues and conflicts.

Transferable/Key Skills and other attributes:

- Presentation skills
- Team-work
- Communication skills
- Meeting and negotiation skills

Assessment: please indicate the type(s) of assessment (eg examination, oral, coursework, project) and the weighting of each (%). ***Details of indicative assessment tasks must be included.***

Assessments are designed to evaluate knowledge and understanding of key concepts and theories. The assessments will involve the use of critical reflection and hone critical analytical skills. The examination will also examine the ability to conceptualise the theories and application of them to practice.

The first assessment will comprise of a group presentation covering topical issues. The second assessment will be an examination.

| Assessment | Learning Outcomes to be met | Type of assessment | Weighting | Duration (if exam) | Word count or equivalent if appropriate |
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| One | 1 and 2 | Group Presentation | 40% | | 30 minutes per group (max 3 students per group) |
| Two | 3 and 4 | Examination | 60% | 2.5 hours | n/a |

Learning and Teaching Strategies:

Lectures will introduce theoretical concepts and tutorials/ workshops will enable students to further enhance their understanding of the theoretical concepts and apply them to case examples.

Students are encouraged to use updated case studies and discuss real time examples (from across different cultural contexts) to further enhance their classroom learning.

Syllabus outline:

Cultural metaphors, influence of culture and perception, management and culture, communicating and negotiating across cultures, motivation and leadership across cultures, multicultural organisations and work teams, cultural orientations and behaviours, managing intercultural conflicts, challenges of an international workforce.

Bibliography

(please submit in Harvard referencing format)

Essential reading:

Gannon, M. J. and Pillai, R., 2010, *Understanding Global Cultures*, Sage, London

Thomas, D. C., 2008, *Cross-Cultural Management*, Sage, London

Other indicative reading:

Holliday, A., 2011, *Intercultural Communication and Ideology*, Sage, London

Holt, D. and Cameron, D., 2010, *Cultural Strategy*, Oxford University Press, Oxford

Kvint, V., 2009, *The Global Emerging Market*, Routledge, New York

Liu, S., Volcic, Z. and Gallois, C., 2011, *Introducing Intercultural Communication*, Sage, London

McFarlin, D. and Sweeney, P., 2011, *International Management: Strategic Opportunities and Cultural Challenges*, Routledge, New York

Journal of International Business Studies

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