

## MODULE DESCRIPTOR

<b>Module Title</b>	Comparative International Management
<b>Course Title</b>	BA Business Management Programmes
<b>School</b>	<input type="checkbox"/> ASC <input type="checkbox"/> ACI <input type="checkbox"/> BEA <input checked="" type="checkbox"/> BUS <input type="checkbox"/> ENG <input type="checkbox"/> HSC <input type="checkbox"/> LSS
<b>Division</b>	Business and Enterprise
<b>Parent Course</b>	
<b>Level</b>	6
<b>Semester</b>	One
<b>Module Code</b>	BAE_6_CIM
<b>JACS Code</b>	
<b>Credit Value</b>	20 credit points
<b>Student Study Hours</b>	Contact hours: 60 Student managed learning hours: 140  <b>Total Hours: 200</b>
<b>Pre-requisite Learning</b>	None
<b>Co-requisites</b>	None
<b>Excluded combinations</b>	None
<b>Module co-ordinator</b>	
<b>Short Description</b>	<p>In an ever broadening set of interdependent relationships among countries, the need to recognise the opportunities and restrictions presented by different world markets has gained significance. This module is designed to impart students with the analytical skills to assess the socio-economic differences between countries, and to identify how these differences impact business and management behaviour across countries through comparative studies. It is based on the rationale that students understanding as managers will be expected to analyse and compare market and business environments in different countries to attain business success.</p> <p>The module develops students' understanding of business practice in different regions and acquaints students to apply analytical management tools and qualitative research methodologies to critically evaluate and gain an understanding of comparative international management practices.</p>
<b>Aims</b>	<p>The module discusses applications of culture in a variety of business contexts in management (e.g., strategy, organization theory, organization behaviour, human resource management) but also in other business areas (e.g., finance, marketing).</p> <p>The module exposes students to various theories and tools that are deployed to conduct cross-cultural analysis and comparisons. The module also develops and expands in students the analytical skills to assess the differences in strategic market conditions and national institutional contexts between countries.</p>
<b>Learning Outcomes</b>	<p>On completion of this module a student should be able to:</p> <ul style="list-style-type: none"> <li>• Analyse and critically assess a range of economic, political, social, cultural, and legal issues within a region/country to undertake a comparative country analysis to make informed management decisions.</li> <li>• Synthesise information and knowledge to make informed business and management decisions in international contexts</li> </ul>

	<ul style="list-style-type: none"> <li>• Master the terms, concepts, methodologies and applications relevant to international management in different regions and be conversant in realities and debates of management in different contexts and regions.</li> <li>• Apply management models to scenarios and synthesise information to enable conclusions to be drawn with a focus on management practices in various cultural clusters.</li> <li>• Develop advanced and independent research skills in the application of qualitative research methods for comparative analysis purposes across national cultural contexts.</li> </ul>								
<b>Employability</b>	<p>Research has shown that knowledge of various cultures and national institutional contexts is a fundamental skill for business graduates. This module enhances student's employability in UK and abroad by providing the opportunity to develop an understanding of comparative international management practices and the impact of national cultures on business studies. Student's skills could be further developed by private study. Furthermore, the module enhances the students' knowledge about the cultural, social, economic, legal and political dimensions of various regions.</p>								
<b>Teaching and learning pattern</b>	<p>Contact hours include the following:</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Lectures</td> <td><input checked="" type="checkbox"/> Group Work:</td> </tr> <tr> <td><input checked="" type="checkbox"/> Seminars</td> <td><input checked="" type="checkbox"/> Tutorial:</td> </tr> <tr> <td><input type="checkbox"/> Laboratory</td> <td><input checked="" type="checkbox"/> Workshops</td> </tr> <tr> <td><input checked="" type="checkbox"/> Practical</td> <td><input checked="" type="checkbox"/> VLE Activities</td> </tr> </table>	<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Group Work:	<input checked="" type="checkbox"/> Seminars	<input checked="" type="checkbox"/> Tutorial:	<input type="checkbox"/> Laboratory	<input checked="" type="checkbox"/> Workshops	<input checked="" type="checkbox"/> Practical	<input checked="" type="checkbox"/> VLE Activities
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<b>Indicative content</b>	<ol style="list-style-type: none"> <li>1. Assessing the Environment: Political, social, economic, legal and technological Dimensions</li> <li>2. Tools to assess business contexts</li> <li>3. Institutional contexts and policy</li> <li>4. Understanding the role of culture</li> <li>5. Communication across cultures</li> <li>6. Cross-cultural negotiation and decision making</li> <li>7. Globalization</li> <li>8. Cultural Clusters</li> <li>9. Overview of the role of culture on socioeconomic development</li> </ol>								
<b>Assessment method</b>	<p><b>Formative assessment:</b></p> <ul style="list-style-type: none"> <li>• In-class questioning using a variety of multinational case studies</li> <li>• Observation of students' learning and understanding by classroom observation to check on students' progress and to help those who are having difficulties.</li> <li>• Feedback on poster idea</li> </ul> <p><b>Summative assessment:</b></p>								

	<p>The module is assessed by 100% coursework. One subcomponent is a group work, another is an individual assignment. Groups of a minimum of 3 and a maximum of 6 students are formed by the module tutor during the inception sessions.</p> <p>CW1: A PowerPoint Pecha Kucha style in-class group presentation about a particular cultural cluster and the ways culture informs the practices of management and leadership in that particular region (40%)</p> <p>CW2: An individual business analysis report (3,000 words) studying a multinational corporation (MNC) management practice in a particular cultural cluster (60%)</p>
<p><b>Mode of resit assessment</b></p>	<p><b>Summative assessment:</b></p> <p>CW1: E-Poster explaining and illustrating a particular cultural cluster (assigned by the tutor) and the management and leadership practices in the region (cluster) (40%)</p> <p>CW2 An individual business analysis report discussing how particular clusters and regions (assigned by the tutor), discussed in the module content, are likely to change in the future with the implications for international management practices of companies that operate in the region (3,000 words). (60%)</p>
<p><b>Indicative Sources</b></p>	<p><b>Core materials:</b></p> <ol style="list-style-type: none"> <li>1. Ronen, S. and Shenkar, O., (2017). Navigating global business: A cultural compass. Cambridge University Press.</li> <li>2. Deresky, H., (2017). International Management: Managing Across Borders and Cultures (Ninth Edition). Pearson</li> <li>3. Volberda, H.W., Morgan, R.E., Reinmoeller, P., Hitt, M.A., Ireland, R.D. and Hoskisson, R.E., 2011. <i>Strategic Management: Competitiveness and Globalization (Concepts &amp; Cases)</i>. Cengage Learning.</li> </ol> <p><b>Optional reading:</b></p> <ol style="list-style-type: none"> <li>1. Wheelen, T. and Hunger, J., 2012. Concepts in Strategic Management and Business Policy Pearson Prentice-Hall.</li> <li>2. Basingstoke M. (2005) Communicating Across Cultures at Work, 2nd ed Palgrave Macmillan</li> <li>3. Johnson, D. &amp; Turner, C. (2006) European Business. Routledge</li> <li>4. Saunders, NK, and Lewis, P., 2012. Doing Research in Business &amp; Management: An Essential Guide to planning your project. Pearson.</li> </ol>
<p><b>Other Learning Resources</b></p>	<p>Journal of International Management</p> <p>Harvard Business Review</p> <p>Thunderbird International Business Review</p> <p>European Journal of International Management</p> <p>LinkedIn learning</p>