

Module Title:	International Business Culture
Credits:	10
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - students will typically work as part of a team and will work together to investigate different scenarios related to business culture. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Direct Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.
Module Aim:	The aim of this module is to give students a thorough understanding of cross-cultural management; the comparison of organizational behavior across countries and cultures; and importantly to give them a basis from which to understand and improve the interaction of co-workers, clients, suppliers, and alliance partners from cultures and companies across the world.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate an understanding of cultural diversity and its relevance to issues of management in the organisation.
LO2	Demonstrate sensitivity to own and other cultural backgrounds and distinguish between different cultural clusters.
LO3	Evaluate key models of cultural dimensions and their influence on communication, negotiation, decision-making.
LO4	Identify components of effective programmes for global assignments.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to cross-cultural management

Importance of cross-cultural management Definitions of culture; ethnocentrism/parochialism/stereotyping; blunders in international business.

Hofstede's dimensions of culture

Individualism; power distance; uncertainty avoidance; masculinity index. Applications to business, limitations.

Profiling clusters

Western clusters; eastern clusters; mini-cases on cultural issues.

Trompenaars' dimensions

Universalism, individualism, sequential, neutral, achievement, inner-directed, and applications to business situations.

Further dimensions of culture

Hall's silent language: high and low-context cultures, monochronic and polychronic cultures.

Work behaviour across cultures

Cultural different of managerial styles; Laurent's research into worldwide differences in managerial styles and applications.

Cross-cultural motivation

Transferability of motivational theories across cultures. Universality of Maslow's, Herzberg's, McClelland's theories of motivation.

Issues in cross-cultural negotiation

Characteristics of effective negotiators; cross-cultural considerations; negotiation guidelines; Weiss framework.

Global Assignments

Issues in staff selection; factors in expatriate selection; culture shock and its minimisation

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Individual Report	1,4	30.00	Week 7
Presentation	Team Research and Presentation	1,2,3	70.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	6.00
Independent Learning	Every Week	7.00
Total Hours		13.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	5.50
Total Hours		7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	5	Mandatory
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	5	Mandatory