

<b>Module Title:</b>	International Business Culture
<b>Credits:</b>	10
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">2 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	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.
<b>Module Aim:</b>	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.
<b>Learning Outcomes</b>	
<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.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <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**

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
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**

<b>Workload: Full Time</b>		
<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

<b>Workload: Part Time</b>		
<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	<a href="#">Bachelor of Business (Honours) in International Business</a>	5	Mandatory
CW_BBINB_D	<a href="#">Bachelor of Business in International Business incorporating Double Degree</a>	5	Mandatory