

Module Details	
Module Title:	Cross-Cultural Management
Module Code:	SIB6009-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Business and Management
FHEQ Level:	FHEQ Level 6
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
1. The module aims to develop an understanding of the influence of cross-cultural differences on management practices in organisations engaged in cross-frontier business activities. 2. The module seeks to equip you to be able to identify and manage problems and issues arising from cross-cultural differences.

Outline Syllabus
Understanding the sources and evolution of cross-cultural differences in the context of national and organizational cultural settings. The linkages between national institutional systems and national and organizational cultures. Communication and negotiation across cultures both

within and between organizations. The impact of multi-cultural teams and managing diversity on performance. The role of leadership and motivation in cross-cultural management systems. National cultures and organisational cultures and the interrelationships between them. Organisational change across countries. International HRM and expatriate management.

Learning Outcomes

1	1a. Assess the importance of cross-cultural differences for organizations engaged in international business activities. 1b. Evaluate the usefulness of the major theories of cross-cultural management to enhance understanding of the major problems and issues faced by organizations engaged in international business activities. 1c. Understand and analyse the linkages between national institutional settings and the impact on these on national and organizational cultures
2	2a. Apply the key concepts of cross cultural management towards devising cross-cultural management policies for organizations. 2b. Assess appropriate ways to manage effectively the major problems and issues arising from cross-cultural differences in organizations engaged in international business activities. 2c. Assess appropriate ways to construct and implement cross-cultural training programs for organizations engaged in international business activities.
3	3a Demonstrate the ability to work cooperatively in groups. 3b. Share knowledge and experience about issues. 3c. Write effective and concise management reports.

Learning, Teaching and Assessment Strategy

Lectures will provide information and guidance on private and group study on topics connected to learning outcomes 1a to 1d and to complete the assignments. The information provided in the lectures and supplemented by private and group study will be discussed and developed into knowledge in tutorials, which will also cover the knowledge and skills required for completing the assignments. These activities will contribute to fulfill learning objectives 2a to 2c. Personal transferable skill (3a to 3c) will be developed in tutorials and especially via the group report assignment.

All of the learning objectives will be enhanced by private and group study involving reading literature, gathering data for the assignments and in discussions in tutorials.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Group assignment 7000 words	-7000 words	70%
Summative	Coursework	Individual assignment 1500 words	-1500 words	30%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.