

Module Details	
Module Title	Cross-Cultural Management
Module Code	SIB6009-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 6
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

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	
Outcome Number	Description
01	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.
02	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.
03	3a) Demonstrate the ability to work independently. 3b) Share knowledge about issues. 3c) Write effective and concise management reports.

Learning, Teaching and Assessment Strategy
The delivery of the module will be through blended lectures, seminars and direct study. The blended approach will combine online lectures, seminars and face to face on-campus teaching. Lectures will provide information and guidance 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 individual 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. Assessment is by the production of a conference poster and your presentation of it. The assignment will involve a component of reflective writing on the poster presentation. This will meet all learning outcomes.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual poster presentation & reflective report	N/A	100%

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.

