Module Details	
Module Title	Cross Cultural Management
Module Code	SIB7504-A
Academic Year	2020/1
Credits	10
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 7
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

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

Module Aims
1. The module aims to develop a comprehensive 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. 3. The module aims to assess the problems arising from cross-cultural differences for the formulation and implementation of business ethics and CSR policies by multinational corporations.

Outline Syllabus
Understanding the sources and evolution of cross-cultural differences in the context of national and organisational cultural settings. The linkages between national institutional systems and national and organisational cultures. Communication and negotiation across cultures both within and between organisations. 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. The impact of differences in cross-cultural settings for the design and implementation of CSR policies by multinational corporations.

Learning Outcomes	
Outcome Number	Description
1	1a) Assess the importance of cross-cultural differences for organisations 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 organisations engaged in international business activities. 1c) Understand and be able to analysis the linkages between national institutional settings and the impact on these on national and organisational cultures. 1d) Assess the ways contained in the literature on how to effectively manage international business activities.
2	2a) Use the academic literature on cross-cultural to identify key issues in devising cross-cultural management policies, including effects on performance and CSR policies. 2b) Assess appropriate ways to manage effectively the major problems and issues arising from cross-cultural differences in organisations engaged in international business activities. 2c) Assess appropriate ways to construct and implement cross-cultural training programmes for organisations engaged in international business activities.
3	3a) Demonstrate the ability to work independently. 3b) Share knowledge and experience 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 private and group study on topics connected to learning outcomes 1a to 1d and to complete the assignment. 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 assignment. These activities will contribute to fulfil learning objectives 2a to 2c. Personal transferable skills (3a to 3c) will be developed in tutorials and especially in completing the 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. Tutorials will be used to reinforce the taught component and formative assessments will allow for monitoring progress. These will be supplemented by web-based learning and self-directed learning to support each topic will take place within the directed study time. Formative feedback is provided in the tutorials and lectures. There will be individual feedback on assignments via the Schools' standard mark sheet, and collective feedback by a report placed on the VLE on the major strengths and weakness in the submitted work. |

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual assignment	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.

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