Module Definition Form (MDF)

Module code: MOD004668	**Version:** 6 **Date Amended:** 18/Oct/2019

1. Module Title
International Intercultural Management

2a. Module Leader
Antonietta Balestra

2b. School
School of Economics, Finance and Law

2c. Faculty
Faculty of Business and Law

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In an increasingly global business environment, those involved in international business and management must develop the insights and skills to interact with customers and stakeholders in a culturally sensitive way. The module introduces and examines the work of important researchers in the field such as Hofstede, Hall, Watson, Tayeb, Holden, Hampden -Turner and Trompenaars. It explores the application of these theories to decision making at the level of the individual, the team and the organisation. It examines strategic dilemmas where culture plays an increasingly influential role in companies of all sizes. It presents cultural diversity as a central element in the phenomena of business change and organisational development through the use of case studies and interactive scenarios. It draws on the diversity of the student group as a resource and attempts to generate dynamic learning experiences. This intercultural management module will sensitise the students to each other's cultural differences and work practices. It will then focus on a series of target cultures as representative of the international business environment, exploring and analysing effective (and ineffective) approaches to cross-cultural communication in a wide range of business and management contexts. The module will achieve this through a lecture programme that will introduce the context, frameworks and concepts. These will be applied through a seminar programme that will be built on applying them through individual self-directed learning, group work through synthesising the individual work and group presentations to the seminar for general discussion.

6b. Outline Content

- exploring the general importance of culture
- cultural frameworks and there application
- national culture and its importance
- levels of culture
- culture and leadership
- culture and strategy
- culture and sustainability
- managing in cultural contexts
- developing cultural sensitivity
- building cultural competencies
- applying theory through individual and group work
- presenting findings through group presentations

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Student module guide Lecture notes on the website

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Assess the importance of cultural factors in international business and management;
2	Knowledge and Understanding	Compare different cultures using appropriate contextual frameworks and understand the complexity of culture within organisations;
3	Intellectual, practical, affective and transferrable skills	Develop effective communication and management strategies for future working practices within the international management environment and demonstrate the ability to communicate effectively in a group context;
4	Intellectual, practical, affective and transferrable skills	Identify good practice for motivating and leading workforces of different cultural background.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	12	1-4	24 hours comprising 2 hours per week for 12 weeks (or equivalent) using a mixture of lectures, seminars and workshops in a flexible manner
Other teacher managed learning	12	1-4	24 hours comprising 2 hours per week for 12 weeks (or equivalent) using a mixture of lectures, seminars and workshops in a flexible manner
Student managed learning	126	1-4	126 hours comprising directed work on a week-by-week basis outlined in the module guide
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

Individual assignment: 3000 words

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]