

Title of the Module/Unit	26. Cross Cultural Management
Module/Unit Description In this section kindly provide a brief description of the module	The module exposes students to a comprehensive introduction to the area of cross cultural management. Through a critical analysis of the various approaches in the studies of national cultures, the student is presented with frameworks and models, such as Hofstede's dimensions of national culture, which are relevant to managers facing cultural challenges when working in international businesses. Students learn about the role of culture in business theory, the methodological approach to the measurement of culture at individual, corporate, industry, and national levels, the roles of global managers, and the critical cultural challenges faced by global organisations. Learning will be centred on cultural differences in a variety of business contexts.
Learning Outcomes Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc. Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc. (Example of learning outcome structure: Action Verb + Object + Context <i>Identify basic different range of glassware and state their use.</i>)	Competences:
	At the end of the module/unit the learner will have acquired the responsibility and autonomy to: <ul style="list-style-type: none"> a) Classify the implications of cultural differences for international business. b) Predict the effect of organizational and national culture on decision-making. c) Explain the complexities of culture and its relevance to effective management. d) Recognize that the immersion in diverse culture differences may effect the style of management. e) Predict that the attainment of intercultural competence in an organisation is a continual and dynamic process.
	Knowledge:
	At the end of the module/unit the learner will have been exposed to the following: <ul style="list-style-type: none"> a) An in-depth understanding of the values, customs, and attitudes of peoples with different cultures.

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<ul style="list-style-type: none"> b) A critical knowledge of the various concepts and perspectives that underlie cross cultural management. c) A critical understanding of the various conceptual and methodological issues relating to the measurement of culture. d) An understanding of the theories and perspectives concerned with the understanding of culture differences in organizational behaviour. e) An in-depth understanding of the theoretical approaches to the study of cross cultural management at different levels of culture.
	<p>Skills:</p>
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) Critically interpret information relating to global cultures and apply this knowledge across various international business situations. b) Demonstrate a theoretical and practical understanding of culture in context in order to enable an interpretation of diverse international business environments. c) The ability to apply the concepts of intercultural theory to analyse situations of a management complexity. d) Show sensitivity to the management of a range of business issues arising from cultural differences. e) Critically examine contrasting approaches to the study of culture difference.
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <ul style="list-style-type: none"> a) Employ the underlying concepts and principles of culture to a range of relevant contexts. b) Critically evaluate existing research and propose solutions to problems arising from the analysis. c) Apply qualitative and quantitative research methodologies to gain knowledge about cross culture management <p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <ul style="list-style-type: none"> a) Apply Digital skills to prepare and deliver presentations.

	<ul style="list-style-type: none">b) Show proficiency in the management of teams through digital technology.c) Demonstrate competence in searching the research literature and documents through digital databases.d) Show a high level of competence in using online learning tools and resources.
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