

LEEDS BECKETT UNIVERSITY

Module Specification:

H6 Culture Studies

International Business Academy

Module Summary:

Culture Studies builds on previously-learned established cultural theories as promulgated by scholars such as Geert Hofstede, Fons Trompenaars and Edward T. Hall, and further develops fundamental understanding, critical appraisal and application of the concept of culture, cultural differences and their relevance to international trade.

Students learn to identify the latest cultural trends of relevance to international business, to undertake cultural research and to assess the significance of and apply individual cultural traits in a global perspective.

Module Aims

To provide students with theoretical and practical knowledge of culture in a broad sense to enable them to operate efficiently in the global market place.

Module Learning Outcomes

- LO1 to enable them to understand, identify, analyse and critically assess the forces that create intercultural differences
- LO2 To enable students to reflect on the impact of cultural, historical, ethical, sociological, political, psychological, religious and philosophical aspects on management decision making in the global market place
- LO3 To develop a personal intercultural strategy at a management level.