

## **Developing International Managers – Reflections on 10 years of Teaching Cross-Cultural Capability in the Business School**

### Abstract

In the Business School at Bournemouth University, we have developed, over the past ten years, a range of international units (modules) aimed at equipping students with the skills, knowledge and competencies to operate confidently and successfully in the global workplace. These 'cross-cultural capability' units seek to enable students - through diverse and innovative learning, teaching and assessment - to appreciate the linguistic, cultural and ethical challenges of operating as international managers and business practitioners in complex situations. Students who follow the three progressive units of 'International Awareness and Management Ethics' (C), 'Working in an International Context' (I) and 'International Management' (H) are eligible for the degree award of BA (Hons) International Business Studies.

The objective of the presentation is to evaluate how the units have evolved over a 10-year period, with particular emphasis on recent developments, which have seen the scope of the subject matter increase in breadth to encompass management ethics, globalisation, individual morality in organisations, corporate governance and social responsibility, international HRM, value-driven organisations and more. The presentation will also reflect on lessons learned in the areas of pedagogy and assessment.