

Liverpool John Moores University

Title: Managing the Multinational Enterprise
Status: Definitive
Code: **5013LBSBSC** (126331)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Giuseppe Scotto	Y

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	This assessment consist of a single piece of work.	100	

Aims

To provide students with the frameworks required to analyse the managerial challenges and decisions related to operating internationally for a business organisation.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the scale and scope of multinational enterprises, and their key role as international business actors.
- 2 Demonstrate the managerial challenges related to operating in a dynamic international environment.
- 3 Evaluate the corporate and functional strategies of MNEs.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2	3
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Outline Syllabus

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- Multinational Companies: A Historical Perspective*
- Introduction to Multinational Strategy*
- Organising Strategy*
- Corporate Strategy and National Competitiveness*
- MNEs as Responsible Stakeholders*
- Production Strategy*
- Marketing Strategy*
- HRM Strategy*
- Political Risk and Negotiation Strategy*
- International Financial Management.*
- Focus: British MNEs*

Learning Activities

Formal lectures and seminars.

Notes

No course notes were provided.