

**Summary Information**

<b>Module Code</b>	5513YPCBSC
<b>Formal Module Title</b>	Managing the Multinational Enterprise
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Alison Lawman	Yes	N/A

**Module Team Member**

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

## Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

## Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

<b>Aims</b>	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:

Code	Description
MLO1	Analyse the scale and scope of multinational enterprises, and their key role as international business actors.
MLO2	Demonstrate the managerial challenges related to operating in a dynamic international environment.
MLO3	Evaluate the corporate and functional strategies of MNEs.

## Module Content

Outline Syllabus
Outline Syllabus: ☞ 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

## Module Overview

### Additional Information

There are no course notes provided.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	Essay	100	0	MLO3, MLO1, MLO2