

Liverpool John Moores University

Title: Managing the Multinational Enterprise
Status: Definitive
Code: **5513YPCBSC** (126832)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

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 1

Component	Contact Hours
Lecture	11
Seminar	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	There is only one assessment for this module	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

There are no course notes provided.