

Managing the Multinational Enterprise

Module Information

2022.01, Approved

Summary Information

Module Code	5713SERCBM
Formal Module Title	Managing the Multinational Enterprise
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	To provide students with the frameworks required to analyse the managerial challenges and decisions related to operating internationally for a business organisation.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the scale and scope of multinational enterprises, and their key role as international business actors.
MLO2	2	Demonstrate the managerial challenges related to operating in a dynamic international environment.
MLO3	3	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	No course notes were provided.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Giuseppe Scotto	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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