

## Liverpool John Moores University

Title: Managing the Multinational Enterprise  
Status: Definitive  
Code: **5713SERCBM** (128219)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: South Eastern Regional College

| 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             | There is only a single 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 |
|-------|---|---|---|

### **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*

### **Learning Activities**

Formal lectures and seminars.

### **Notes**

No course notes were provided.