

## Liverpool John Moores University

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Title: International Business Organisations  
Status: Definitive  
Code: **6509HOABW** (126697)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Hoa Sen University

Team	Leader
Giuseppe Scotto	Y

**Academic Level:** FHEQ6  
**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	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY	Individual coursework: collection of mini-essays 4500 words	100	

### Aims

*This module explains to students the managerial challenges related to operating internationally for a business organisation.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Comprehend the scale and scope of multinational companies, and their key role as international business institutions.
- 2 Evaluate the managerial challenges related to operating in a dynamic international environment.
- 3 Provide recommendations on a company's international activities.

### **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**

*Multinational companies: a historical perspective*  
*Why going international?*  
*International Business Strategy*  
*Organisational structure and culture*  
*Global Supply Chain (Production and logistics)*  
*Global Marketing*  
*International Human Resources*  
*International stakeholders*  
*Managing risk & Corporate Governance*  
*Focus: British International Companies today*

### **Learning Activities**

Lectures will provide the theoretical foundations to discuss international business. Seminars will be used to look at case studies and analyse academic journal articles. Guest speakers will be invited to share their real-life experience of managing in an international environment.

### **Notes**

This module explains to students the managerial challenges related to operating internationally for a business organisation.