

Summary Information

Module Code	6509IMPBW
Formal Module Title	International Business Organisations
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
International College IMPERIA

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Comprehend the scale and scope of multinational companies, and their key role as international business institutions.
MLO2	2	Evaluate the managerial challenges related to operating in a dynamic international environment.
MLO3	3	Provide recommendations on a company's international activities.

Module Content

Outline Syllabus	Multinational companies: a historical perspective Why going international?International Business StrategyOrganisational structure and cultureGlobal Supply Chain (Production and logistics) Global Marketing International Human Resources International stakeholders Managing risk & Corporate GovernanceFocus: British International Companies today
Module Overview	
Additional Information	This module explains to students the managerial challenges related to operating internationally for a business organisation.

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
--------------	--------------------------	-----------