

Liverpool John Moores University

Title: INTERNATIONAL BUSINESS ORGANISATIONS
Status: Definitive
Code: **6718SERCBS** (123164)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Hilary Bishop	

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	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY	Individual coursework: collection of mini-essays covering the main topics examined in the module. 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.