

Liverpool John Moores University

Title: MANAGING THE INTERNATIONAL ORGANISATION
Status: Definitive
Code: **7506EBMMI** (116402)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Euro College Bus & Mgmt

Team	Leader
Roger Pegum	Y

Academic Level: FHEQ7
Credit Value: 30.00
Total Delivered Hours: 72.00
Total Learning Hours: 300
Private Study: 228

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	24.000
Seminar	12.000
Workshop	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS1	Class test 1	20.0	
Test	AS2	Class test 2	20.0	
Presentation	AS3	Group presentation	30.0	
Reflection	AS4	Group report (reflective learning)	30.0	

Aims

To introduce students to the major issues of managing business resources, including people, information, knowledge and technology. The module takes a multi-disciplinary approach to managing the resources within the global environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the strategic importance of resources, competencies, core competencies and dynamic capabilities and evaluate how they may be used by companies in an attempt to develop a sustainable competitive advantage for the international organization
- 2 Explain how the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organization
- 3 Appreciate challenges associated with managing human, information, culture, process technological and knowledge-based resources in the international organization
- 4 Critically explore the role of leaders and managers in bringing about transformational and transactional change within international organizations
- 5 Apply and reflect on group work theory, working as part of a (multicultural / diverse) team to deliver a group presentation to a client organisation
- 6 Produce effective management reports/ presentations that address the use of business resources and business practice in the international business

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

TEST	1	2	3	4	
TEST	1	2	3	4	
PRESENTATION	1	2	3	4	6
REFLECTION	5				

Outline Syllabus

Using information for competitive advantage
Organizational structure, culture and processes
Technology development and application
Knowledge management and the learning organization
Enterprise wide information and systems
IHRM challenges
Global digital business and its architectures
Intangible resources (people, data, information, knowledge and systems) and the international business strategy

Learning Activities

This module will be delivered as a series of seminars, mini lectures and action learning workshops. Guest speakers will provide real world business scenarios for students to develop their thinking and analytical ability.

References

Course Material	Book
Author	Kelly, P P
Publishing Year	2009
Title	International Business and Management
Subtitle	
Edition	
Publisher	Cengage Learning EMEA 1-84480-784-3
ISBN	

Course Material	Book
Author	Cole G. A. and Kelly, P P
Publishing Year	2011
Title	Management Theory and Practice :In Print
Subtitle	
Edition	
Publisher	Cengage Learning EMEA
ISBN	

Course Material	Book
Author	Kelly, P P
Publishing Year	2009
Title	Group Work and Multicultural Management Education Programmes
Subtitle	
Edition	
Publisher	Journal of Teaching in International Business 20(1) pages 80 - 102
ISBN	

Notes

The module is designed to give students pursuing the full-time MBA in Business Management an insight into the management of resources within international business. The students will be assessed informally throughout the module using case-study materials, question and answer sessions and formally through the courseworks.