

Liverpool John Moores University

Title: INTERNATIONAL MANAGEMENT
Status: Definitive
Code: **7506MI** (107460)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ7
Credit Value: 30.00
Total Delivered Hours: 78.00
Total Learning Hours: 300
Private Study: 222

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	26.000
Workshop	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual report (5,000 words)	50.0	
Essay	AS2	Group presentation (2 pages typed notes)	25.0	
Essay	AS3	Group report (1,000 words reflective learning)	25.0	

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 organization.
- 6 Produce effective management reports 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:

ESSAY	1	2	3	4	6
ESSAY	1	2	3	4	5
ESSAY	3	5			

Outline Syllabus

- USING INFORMATION FOR COMPETITIVE ADVANTAGE

Information supporting business functions, decision making and as a source of competitive advantage.

- ORGANIZATIONAL STRUCTURE, CULTURE AND PROCESSES

The way we think and behave collectively in organizations and how to structure, control and coordinate the people resource.

- TECHNOLOGY DEVELOPMENT AND APPLICATION

How to develop computer based information system business solutions and apply them to international business challenges. The concept of the digital organization is introduced and how technology supports information flows examined.

- KNOWLEDGE MANAGEMENT AND THE LEARNING ORGANIZATION

The concept of the learning organization is introduced as a means to improve efficiency and effectiveness, better aligning the organization with its environment. Knowledge management, the knowledge management cycle and supporting technologies are discussed alongside the benefits they bring to the organization.

- ENTERPRISE WIDE INFORMATION AND SYSTEMS

Within this unit we consider concepts such as the supply chain, value system and the use of information and technology to manage relationships with customers. Students are exposed to a selection of problems encountered by managers developing enterprise and global information systems. Problems such as information integration and concepts such as corporate computing are considered. Enterprise systems are discussed, building on previously discussed module components such as strategy, organization and culture.

- IHRM CHALLENGES

The challenges of managing human resources internationally are considered with a focus on organizational behavioural issues. Organizational and professional culture is explored as are the concepts of perception, motivation, personality, team work, leadership and decision making. HR strategies in overseas operations are also investigated.

- GLOBAL DIGITAL BUSINESS AND IS ARCHITECTURES

Building on earlier work, the e-business enterprise and issues associated with large scale global e-commerce is discussed. Alternative strategic approaches to achieve e-business are explored and we demonstrate how information systems can support different global business strategies.

- INTANGIBLE RESOURCES (PEOPLE, DATA, INFORMATION, KNOWLEDGE AND SYSTEMS) AND THE INTERNATIONAL BUSINESS STRATEGY

In this final unit we draw the module together evaluating how value can be created from intangible assets and how such assets/ resources can be aligned and integrated with 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	Griffin, W and Pustay, W
Publishing Year	2005
Title	International Business: A Managerial Perspective
Subtitle	
Edition	
Publisher	4th edition, Prentice Hall 0131230174
ISBN	

Course Material	Book
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Author	Wall, S and Rees, B
Publishing Year	2004
Title	International Business
Subtitle	
Edition	
Publisher	2nd edition, Financial Times Prentice Hall 0-273-68591-0
ISBN	

Course Material	Book
Author	Rugman, A M and Hodgetts, R M
Publishing Year	2003
Title	International Business
Subtitle	
Edition	
Publisher	3rd edition, Financial Times Prentice Hall, 0-2736-7374-2
ISBN	

Course Material	Book
Author	Elliott, G
Publishing Year	2004
Title	Global Business Information Technology: an integrated systems approach
Subtitle	
Edition	
Publisher	Addison-Wesley 0321270126
ISBN	

Course Material	Book
Author	Kelly, P
Publishing Year	2009
Title	International Business and Management
Subtitle	
Edition	
Publisher	Cengage Learning
ISBN	

Notes

The module is designed to give students pursuing the full-time MBA 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.