

## Liverpool John Moores University

Title: MANAGING THE INTERNATIONAL ORGANISATION  
Status: Definitive  
Code: **7507KFMMI** (116571)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial Manchester

Team	Leader
Philip Kelly	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

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

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

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

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## 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.