

## Liverpool John Moores University

Title: INTERNATIONAL BUSINESS PRACTICE  
Status: Definitive  
Code: **5001BUSMA** (108273)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Martine Shepherd	Y

**Academic Level:** FHEQ5      **Credit Value:** 12.00      **Total Delivered Hours:** 24.00  
**Total Learning Hours:** 120      **Private Study:** 96

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework 50% pair work - report 2000 to 2500 words	50.0	
Essay	AS2	Coursework: 50% individual work - essay 2000 to 2500 words	50.0	

### Aims

*To clarify the role of EC institutions in business activity.  
To consider the evolution of the global market place.  
To demonstrate the organizational structure of small and medium-sized enterprises.  
To examine the role of multinational companies in the global market place.  
To appreciate the challenges of going into international markets.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Identify how the theory and practice of market entry strategies impact on international business activity.
- 2 Describe the role of Small and Medium-sized Enterprises in EU and international trade.
- 3 Understand the cultural and organizational dimensions of international trade.
- 4 Discuss issues associated with multinational companies.

## Learning Outcomes of Assessments

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

CW	1	2		
CW	2	3	4	

## Outline Syllabus

*Organizational structures*  
*Single European Market*  
*International business environments and the Triad*  
*International trade organizations*  
*Trade in Japan and North America*  
*Markets in China*  
*HRM in India*  
*Emerging European Communities*

## Learning Activities

Interactive lectures  
Discussion groups  
Task based activities

## References

<b>Course Material</b>	Book
<b>Author</b>	Bartlett, C and Ghoshal, S
<b>Publishing Year</b>	2002
<b>Title</b>	Managing Across Borders
<b>Subtitle</b>	The Transnational Solution
<b>Edition</b>	2nd edition
<b>Publisher</b>	Harvard Business School Press

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	Daniels, J, Radebaugh, L H and Sullivan, D
<b>Publishing Year</b>	2005
<b>Title</b>	International Business
<b>Subtitle</b>	Environments and Operations
<b>Edition</b>	10th edition
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	0131869426

<b>Course Material</b>	Book
<b>Author</b>	Hill, W L
<b>Publishing Year</b>	2004
<b>Title</b>	International Business
<b>Subtitle</b>	Competing in the Global Marketplace
<b>Edition</b>	
<b>Publisher</b>	McGraw Hill Higher Education
<b>ISBN</b>	0071113126

<b>Course Material</b>	Book
<b>Author</b>	Navarro, V and Berman, D (eds.)
<b>Publishing Year</b>	2005
<b>Title</b>	Health and Work Under Capitalism
<b>Subtitle</b>	An International Perspective
<b>Edition</b>	
<b>Publisher</b>	Baywood Publishing Co.
<b>ISBN</b>	0895030357

<b>Course Material</b>	Book
<b>Author</b>	Rubey, J and Grinshaw, D
<b>Publishing Year</b>	2004
<b>Title</b>	The Organisation of Employment
<b>Subtitle</b>	An International Perspective (Management, Work & Organisations)
<b>Edition</b>	
<b>Publisher</b>	Palgrave
<b>ISBN</b>	140587212

## Notes

The roles of the European Community and of Small and Medium-sized Enterprises in the transnational development of business and trade provide the basis for a greater understanding of the international market place and their practices.