

Liverpool John Moores University

Title: International Institutions Trade and Markets
Status: Definitive
Code: **5509IMPBW** (126129)
Version Start Date: 01-08-2020

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

Team	Leader
Elena Teso	Y

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 46
Total Learning Hours: 200
Private Study: 154

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	EXAM	Unseen examination.	75	2
Presentation	PRES	Group presentation	25	

Aims

This module aims to provide students with the knowledge and skills to understand the international aspects of contemporary business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the main features of globalisation and its evolution.
- 2 Show knowledge of the key concepts and theories of international business and apply them to real-life cases.
- 3 Analyse the impact of political, economic, social, legal, environmental and technological factors on companies operation in different markets.

Learning Outcomes of Assessments

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

EXAM	1	2
PRESENTATION	3	

Outline Syllabus

The Business Environment - Theoretical Underpinnings
Introduction to Globalisation
The Organisation of International Business - International Intuitions, Multinational Corporations and Transnational Organisations
The Global Monetary Systems - Exchange Rates
FDI - M&A
International Trade
Regional Economic Integration
Focus: Regional Economic Integration - The Business Context in Europe
Doing Business in Emerging Economies
Focus: Doing Business in Emerging Economies China And India

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

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