

Liverpool John Moores University

Title: INTERNATIONAL INSTITUTIONS, TRADE AND MARKETS
Status: Definitive
Code: **5704SERCBS** (123147)
Version Start Date: 01-08-2021

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

Team	Leader
Hilary Bishop	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44

Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group presentation analysing a specific foreign market	30	
Report	Report	Report	70	

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:

Presentation	3	
Report	1	2

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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