

Summary Information

Module Code	6507PMBSG
Formal Module Title	Global Business Management and Marketing Principles
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Study Group

Learning Methods

Learning Method Type	Hours
Lecture	26
Seminar	39

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	The aim of this module is to provide students with an understanding of some of the key areas of academic business, management & marketing programmes. Students will analyse academic concepts and issues relating to operations management, organisational strategy and organisational behaviour with an emphasis on critically evaluating concepts and applications. Students will also identify the limitations of business models and management theory, and consider the application of decision-making skills as an effective leadership and management tool.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate a detailed understanding of the subject area with reference to current developments in the business and management field
MLO2	2	Critically apply their understanding of concepts and models with an evaluative approach
MLO3	3	Identify the limitations of the field of study and its application within the practical business environment
MLO4	4	Critically review literature and show confidence in the use of academic resources
MLO5	5	Use a range of the most appropriate decision-making skills to successfully complete a timed task

Module Content

Outline Syllabus	Historical and Contemporary Theories of Management International Marketing & advertising Corporate social responsibility Business ethics & Culture Global Business & Global Marketing Stakeholders and their influence on business decisions Globalisation including factors contributing to
Module Overview	
Additional Information	This module will provide students with the knowledge and skills required to study a Master's level programme in business and management. Louise Burton - Module Leader.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Case Study	40	1	MLO1, MLO4, MLO5
Exam	Exam	60	2	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amanda Mason	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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