

## Liverpool John Moores University

Title: International Business and Trade  
Status: Definitive  
Code: **7001BUSIBM** (121029)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

| Team       | Leader |
|------------|--------|
| Susan Hill | Y      |

**Academic Level:** FHEQ7      **Credit Value:** 10      **Total Delivered Hours:** 24  
**Total Learning Hours:** 100      **Private Study:** 76

### Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Workshop  | 24            |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description                          | Weighting (%) | Exam Duration |
|----------|-------------------|--------------------------------------|---------------|---------------|
| Report   | report            | 2,500 word individual written report | 100           |               |

### Aims

*To gain a critical understanding of how global forces shape business environments in a world where national economies are no longer self contained entities but are interconnected and interdependent.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 demonstrate a critical understanding of international trade theory and the ethics of international business and trade.
- 2 critically analyse the international trade environment and the drivers of globalisation.
- 3 critically evaluate the strategies, structures and operations of multinational organisations.
- 4 critically apply concepts and models of international trade theory to enhance efficiency and effectiveness in international business.
- 5 critically evaluate the impact of cultural variations on the marketing mix and marketing strategies.

### **Learning Outcomes of Assessments**

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

|                              |   |   |   |   |   |
|------------------------------|---|---|---|---|---|
| 2,500 word individual report | 1 | 2 | 3 | 4 | 5 |
|------------------------------|---|---|---|---|---|

### **Outline Syllabus**

#### *International Trade Theory*

*The drivers of globalisation: declining trade and investment barriers and the role of technological change.*

*The changing demographics of the global economy: changing world output, trade and foreign direct investment.*

*Ethics and social responsibility in international business and trade.*

*Exporting, importing and countertrade.*

*Strategies, structures and operations of international business.*

### **Learning Activities**

A series of interactive workshops consisting of mini-lecture and student centred activities.

### **Notes**

Investigating the impact of globalisation on leadership, management and operations leading to more effective and efficient international trade.