

## Liverpool John Moores University

Title: International Business Management  
Status: Definitive  
Code: **7003LBSIBM** (128102)  
Version Start Date: 01-08-2021

Owning School/Faculty: Leadership and Organisational Development  
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Muhammad Nawaz	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 33  
**Total Learning Hours:** 200  
**Private Study:** 167

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	33

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	pres	presentation	40	
Report	rpt	report	60	

### Aims

*The aim of the module is 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. The course emphasises the development of skills to understand and analyse the issues that firms face in operating in international markets*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a critical understanding of the complexities of operating in a global environment.
- 2 Critically analyse the international trade environment and the drivers of transnational trade.
- 3 Critically evaluate the concepts and models of international trade theory to enhance efficiency and effectiveness in international business
- 4 Critically analyse the modern multinational enterprise (MNEs), its evolution and associated MNEs decisions with Where, When, and How to invest.

### **Learning Outcomes of Assessments**

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

presentation	1	3	
2500 word report	1	2	4

### **Outline Syllabus**

1. *International Trade Theory*
2. *The drivers of globalisation: declining trade and investment barriers and the role of technological change.*
3. *The changing demographics of the global economy: changing world output, trade and foreign direct investment.*
4. *Contemporary issues of cross-cultural management*
5. *Strategies, structures and operations of international business.*
6. *Exporting, importing and countertrade.*
7. *Sustainability in supply chains, logistics.*
8. *Ethics and social responsibility in international business and trade.*

### **Learning Activities**

The delivery of this module will involve a combination of case studies, videos, class discussion, problem solving exercises and self-directed learning. Interactive workshops support students learning and develop analytical skills.

### **Notes**

Students apply theoretical models to real-world problems in both group and individual situations.