

Summary Information

Module Code	7003LBSIBM
Formal Module Title	International Business Management
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Muhammad Nawaz	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Workshop	33
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Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

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
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate a critical understanding of the complexities of operating in a global environment.
MLO2	Critically analyse the international trade environment and the drivers of transnational trade.
MLO3	Critically evaluate the concepts and models of international trade theory to enhance efficiency and effectiveness in international business
MLO4	Critically analyse the modern multinational enterprise (MNEs), its evolution and associated MNEs decisions with Where, When, and How to invest.

Module Content

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.

Module Overview
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.

Additional Information

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	presentation	40	0	MLO3, MLO1
Report	2500 word report	60	0	MLO2, MLO4, MLO1