Liverpool John Moores University

Title:	MANAGING INTERNATIONAL BUSINESS
Status:	Definitive
Code:	7044BUSIS (108190)
Version Start Date:	01-08-2011
Owning School/Faculty:	Liverpool Business School
Teaching School/Faculty:	Liverpool Business School

Team	Leader
Roger Pegum	Y

Academic Level:	FHEQ7	Credit Value:	15.00	Total Delivered Hours:	36.00
Total Learning Hours:	150	Private Study:	114		

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Team based report on a case study (3,500 words)	100.0	

Aims

To equip students with a range of skills to critically evaluate and develop international business strategies including the assessment of risk. To synthesise the disciplines of finance and marketing in establishing operational plans within an international environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Synthesise the marketing mix and services marketing mix in a contextually relevant way in international markets.
- 2 Analyse market research information in the development of the marketing strategy of an international organisation.
- 3 Analyse investment appraisal techniques and apply them in long term planning.
- 4 Evaluate appropriate costing methods and pricing strategies.

Learning Outcomes of Assessments

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

CW 1 2 3 4

Outline Syllabus

Long and short term financial decision making; Introduction to the key marketing issues in global/international marketing; Analysis of market entry strategies; Deploying an appropriate marketing mix in overseas markets.

Learning Activities

Lectures, case studies, workshops, tutorials.

References

Course Material	Book
Author	Drury, C
Publishing Year	2008
Title	Management and Cost Accounting
Subtitle	
Edition	7th edition
Publisher	Cengage Learning
ISBN	

Course Material	Book
Author	Hollensen, S
Publishing Year	2007
Title	Global Marketing
Subtitle	
Edition	4th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	McLaney, E and Atrill, P
Publishing Year	2008
Title	Financial Accounting for Decision Makers
Subtitle	
Edition	5th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Soloman, Marshall and Stuart
Publishing Year	2008
Title	Marketing - Real People and Real Choices
Subtitle	
Edition	5th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Usunier J C
Publishing Year	2005
Title	Marketing across Cultures
Subtitle	
Edition	4th edition
Publisher	Prentice Hall
ISBN	

Notes

Students will gain a broad understanding of finance and marketing and their role in managing a business. The coursework encourages the students to work in a small team, which will require cross-cultural support to achieve the applied learning.