

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

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.