

Liverpool John Moores University

Title: INTERNATIONAL BUSINESS AND TRADE
Status: Definitive
Code: **7501KFMMI** (107581)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial Manchester

Team	Leader
Roger Pegum	Y

Academic Level: FHEQ7 **Credit Value:** 30.00 **Total Delivered Hours:** 74.00
Total Learning Hours: 300 **Private Study:** 226

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	36.000
Tutorial	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Team based report on case study (3,500 words)- max 4 members per group.	60.0	
Exam	AS2	Examination based on case study	40.0	2.00

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, marketing and operations management in establishing strategic plans within an international environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate process ideas to analyse and improve international management operations.
- 2 Critique management operations issues, so that quality and reliability are achieved.
- 3 Synthesise the marketing mix and services marketing mix in a contextually relevant way in international markets.
- 4 Analyse market research information in the development of the marketing strategy of an international organisation.
- 5 Appraise and analyse the key marketing and operations issues in the international business environment.
- 6 Critically evaluate a set of published accounts to assist in strategic decision making.
- 7 Undertake an examination of the financial appraisal of an international business opportunity using financial tools and techniques.
- 8 Synthesise the financial, marketing and operations processes of an international organisation with a view to developing short and long term plans.

Learning Outcomes of Assessments

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

Essay	1	2	4	5	7				
EXAM	1	2	3	4	5	6	7	8	

Outline Syllabus

*Introduction to the key marketing issues in global/international marketing;
Analysing the external business environment to include: demographic issues, economic issues, political issues, infrastructure issues, competitive factors, technological issues, socio-legal and cultural factors, global market research strategy;*

Interpretation and analysis of published financial statements;

Long and short term financial decision making;

Financial risk assessment;

Finance of international trends;

Analysis of market entry strategies;

Deploying an appropriate marketing mix in overseas markets;

Representing and understanding operations processes;

Assessing processes, parameters, process improvement;

Global operations and business competitiveness;

Designing global networks, plant and service facilities;

Partnering, outsourcing and global supply chains;

Establishing and managing international operations;

Service operations: local to international, international to local;

Risk, forecasting and flexibility;

Globalisation of quality standards;

Managerial problems throughout the global network.

Strategic decision making.

Learning Activities

Lectures, case studies, workshops, tutorials.

Guest speakers to be encouraged.

References

Course Material	Book
Author	Cateora, P R & Ghauri, P N
Publishing Year	2006
Title	International Marketing
Subtitle	
Edition	International Edition
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Hollensen, Svend
Publishing Year	2007
Title	Global Marketing
Subtitle	
Edition	4th
Publisher	Prentice Hall
ISBN	978027370678-6

Course Material	Book
Author	McLaney, E & Atrill, Peter
Publishing Year	2008
Title	Financial Accounting for Decision Makers
Subtitle	
Edition	5th Edition
Publisher	Prentice Hall
ISBN	987027371275-6

Course Material	Book
Author	Dury, Colin
Publishing Year	2008
Title	Management and Cost Accounting
Subtitle	
Edition	7th Edition
Publisher	Cengage Learning
ISBN	978184480566-2

Course Material	Book
Author	Soloman & Marshall & Stuart
Publishing Year	2008
Title	Marketing- real people and real choices
Subtitle	
Edition	5th Edition
Publisher	Prentice Hall
ISBN	013229920-8

Course Material	Book
Author	Usunier Jean Claude
Publishing Year	2005
Title	Marketing across Cultures,
Subtitle	
Edition	4th
Publisher	Prentice Hall
ISBN	027368529-5

Course Material	Book
Author	Slack N. et al
Publishing Year	2004
Title	Operations Management,
Subtitle	
Edition	4th Edition,
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Dibb, Sally et al
Publishing Year	2006
Title	Marketing Concepts and Strategies,
Subtitle	
Edition	5th European Edition,
Publisher	Houghton Mifflin
ISBN	061853203-X

Notes

Case study materials will be used so that students can relate the theoretical concepts to business organisations. The student has to submit 1 piece of coursework and sit one examination (2 hours). Feedback will be given throughout the module.

Visits to industry will be a strong element of this module together with guest speakers.

