

Liverpool John Moores University

Title: INTERNATIONAL BUSINESS AND TRADE
Status: Definitive
Code: **7503MI** (103653)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ7
Credit Value: 30.00
Total Delivered Hours: 32.00
Total Learning Hours: 300
Private Study: 268

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework	60.0	
Exam	AS2	Examination	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:

REPORT	1	2	3	4					
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, workshops.

References

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

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

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

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

Course Material	Book
Author	Soloman, Marshall and Stuart

Publishing Year	2008
Title	Marketing: real people and real choices
Subtitle	
Edition	
Publisher	5th edition, Prentice Hall 013229920-8
ISBN	

Notes

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