

## Liverpool John Moores University

Title: INTERNATIONAL BUSINESS AND TRADE  
Status: Definitive  
Code: **7507MI** (107461)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	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

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

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

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

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

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<b>Course Material</b>	Book
<b>Author</b>	Soloman, Marshall and Stuart
<b>Publishing Year</b>	2008
<b>Title</b>	Marketing: Real People and Real Choices
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	5th edition, Prentice Hall 013229920-8
<b>ISBN</b>	

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### **Notes**

Case study materials will be used so that students can relate the theoretical concepts to business organizations. 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.