

Liverpool John Moores University

Title: MANAGING FINANCE AND MARKETING AWARENESS
Status: Definitive
Code: **7511KFLMI** (116794)
Version Start Date: 01-08-2011

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

Team	Leader
Alastair Balchin	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
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	The Coursework will integrate economic, marketing and financial issues in a current context.	100.0	

Aims

To introduce students to the economic, marketing and financial context of business and enable them to become confident in critically evaluating and interpreting economic, marketing and financial data.

Learning Outcomes

Course Material	Book
Author	Robertson, J
Publishing Year	2007
Title	Accounting Principles for Non-Accounting Students
Subtitle	
Edition	
Publisher	Texts4study
ISBN	

Course Material	Book
Author	Ward, K
Publishing Year	2003
Title	Marketing Finance
Subtitle	
Edition	
Publisher	Elsevier
ISBN	

Notes

This module provides the economic and marketing context for financial decision making reflecting the interdependence of the disciplines.