

Liverpool John Moores University

Title: MANAGING FINANCE AND MARKETING AWARENESS
Status: Definitive
Code: **7515KFBMI** (116538)
Version Start Date: 01-08-2011

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

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
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

After completing the module the student should be able to:

- 1 Critically evaluate economic measures undertaken by institutions globally
- 2 Analyse strengths and weaknesses of economic and financial tools and their appropriateness for different situations
- 3 Critically evaluate and interpret financial reports
- 4 Appraise performance of public and private sector organisations
- 5 Critically appraise the application of the marketing mix

Learning Outcomes of Assessments

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

Essay 1 2 3 4 5

Outline Syllabus

*Business economics including public and private finance
Preparation and use of financial information
The application of the marketing mix*

Learning Activities

Interactive and participative workshops – case studies.

References

Course Material	Book
Author	Kelly, P
Publishing Year	2009
Title	International Business and Management
Subtitle	
Edition	
Publisher	Cengage
ISBN	

Course Material	Book
Author	Morrison, J
Publishing Year	2009
Title	International Business: Challenges in a Changing World
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

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.