

This booklet contains a list of all the modules that are likely to be available to visiting international (study abroad) students studying at the University of Liverpool Management School. It contains information about the broad aims of each module, the level at which the module is set, and details of any pre-requisite study that a student should have completed before undertaking a particular module.

Apart from students from Copenhagen Business School students who can take MKIB153 Fundamentals of Marketing, visiting international students cannot take Level One modules and must select their module choices from Level Two and Level Three.

Each module is equivalent to 15 University of Liverpool credits (7.5 ECTS credits). Students should select modules to a total credit value of 60 Liverpool credits per semester (30 ECTS credits) from those offered during the semester in which you wish to study at Liverpool. It is not possible to take modules to a value of more than 60 Liverpool credits per semester. All modules are at undergraduate level. Postgraduate modules are not available to visiting students.

It is very important that you have completed the necessary pre-requisite study for each module that you apply for, otherwise you may find the courses difficult when you come to Liverpool. If your transcript does not suggest you have completed appropriate pre-requisites, you will not be allowed to take that module or will be contacted for further information or an alternative will be suggested.

Only students who are majoring in business related subjects at their home University are able to take four modules per semester with the Management School. If you are not majoring in a business related subject you will only be able to select up to two modules per semester from the Management School and the other two must come from elsewhere.

Students should also have an English language ability equivalent to IELTS 6.5 / TOEFL 570 in order to undertake modules in the Management School.

Although the Management School will endeavour to ensure that all the modules listed will be offered during the academic year, it cannot guarantee that they will all be available. You should also be aware that the scheduling of the lecture timetable, which is confirmed at the beginning of September, may also prevent you from taking certain combinations of modules. Should any modules be unavailable you will have the opportunity to register for alternatives when you come to Liverpool. You are advised to let your home University know of any module changes.

If for any reason you wish to change your modules once you arrive in Liverpool you can do so within the first two weeks of the start of the semester. Please advise your home University of any changes.

If you have any queries about the modules listed in this booklet, please contact the Management School's Study Abroad Officer, Wendy Lavin at w.lavin@liverpool.ac.uk and she will be happy to help you.

Semester One Modules

| SPECIALIST ACCOUNTING MODULES – SEMESTER ONE | | | | |
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| Please note that these modules are most appropriate for students majoring in accounting and finance at their home university, subject to having completed the pre-requisite study. | | | | |
| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| ACFI 201 | Financial Reporting | 2 | The module introduces students to regulatory reporting requirements for companies in the UK by covering key elements of international accounting standards. | An understanding of the underlying principles and concepts of financial accounting, and technical proficiency in the use of accounting techniques (e.g., double entry accounting, preparation of financial statements) |
| ACFI 204 | Financial Management | 2 | An introduction to the modern theory of finance, including such topics as portfolio theory, efficient markets, company dividend decisions and capital structures. | Level one study of management accounting and/or finance concepts and principles. Students should also have studied quantitative methods to level one. |

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| ACFI 210 | Audit and Assurance | 2 | An examination of the regulatory framework within which statutory audit in the UK operates, including consideration of key elements of international auditing. | An understanding of the underlying principles and concepts of financial accounting, and technical proficiency in the use of accounting techniques (e.g., double entry accounting, preparation of financial statements). |
| ACFI 301 | Advanced Auditing | 3 | Students will cover key elements of auditing standards and practice, with reference to the regulatory framework within which statutory audit in the UK takes place. Students will develop an understanding of the critical aspects of managing assurance engagement. | An understanding of the international accounting standards and the underlying principles and concepts of financial accounting. Students should be proficient in the use of accounting techniques. |
| ACFI 304 | Business Finance | 3 | The module aims to provide students with a fundamental understanding of the core theoretical and empirical aspects involved in corporate finance. | An understanding of the modern theory of finance and financial management, including concepts such as capital asset pricing and portfolio management. |
| ACFI 309 | Financial Reporting 1 | 3 | The module covers the preparation of group financial statements including associates and joint ventures. It will also develop an understanding of group accounting principles and | An understanding of the underlying principles and concepts of financial accounting, and technical |

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| | | | issues arising from group accounting including fair values, intangibles and impairment. | proficiency in the use of accounting techniques. |
| ACFI 312 | Business Strategy | 3 | Students will develop an understanding of how businesses develop and implement strategy. The module is <u>only</u> available to students majoring in Accounting at their home university. | Students must have studied financial accounting and management accounting prior to taking this module. |

NON-SPECIALIST ACCOUNTING MODULES – SEMESTER ONE

Please note that these modules are appropriate for students taking business-related programmes at their home university, as well as those studying accounting and finance programmes, subject to having completed the pre-requisite study.

| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
|-------------|--|-------|---|---|
| ACFI 205 | Finance for Business Studies | 2 | This module is aimed at students majoring in Business. It introduces the basic principles and techniques of financial management and how this can be used in managerial decision-making. This module is not suitable for students who major in Accounting and/or Finance. | An understanding of the basic principles of financial accounting, costings and the use of budgets in an organisation. |
| ACFI 260 | International Finance (non-specialist) | 2 | This module introduces students majoring in Business to the fundamental principles of international finance, with a focus on the financial management of multi-national companies. It is not suitable for students majoring in Accounting and/or Finance. | None. |

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| ACFI 290 | Financial Reporting and Finance (non-specialist) | 2 | The module aims to give students basic knowledge and skills in a range of financial areas covering 4 main topics - financial reporting and analysis; taxation looking at basic tax calculations covering personal income tax, corporation tax and capital gains tax, along with understanding the tax system in place in the UK; managerial accounting looking at decision making based on financial data; and financial instruments and looking at financial institutions and how businesses can raise finance | An understanding of the basic principles of financial accounting. |
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| E-BUSINESS AND OPERATIONS MANAGEMENT MODULES – SEMESTER ONE | | | | |
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| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| EBUS 209 | Operations Management: Tools and Techniques | 2 | This module introduces some of the important tools and techniques of contemporary operations management. Students will gain an understanding of issues such as lean thinking, logistics and distribution and the impact of e-business and internet technologies on operations planning. | Must have studied operations management previously. |
| EBUS 301 | E-business models and strategy | 3 | An introduction to the appraisal and formulation of e-business strategy and contemporary e-business models. | None |
| EBUS 306 | Supply Chain Operations Management | 3 | The aim of this module is to provide a study of the key principles, systems and techniques used to assure effective supply chain management. The module covers an extensive range of subjects including logistics, information management, | Must have studied operations management previously. |

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| | | | inventory management, partnerships and information technology. | |
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SPECIALIST ECONOMICS MODULES – SEMESTER ONE

Please note that these modules are most appropriate for students majoring in Economics at their home university, subject to having completed the pre-requisite study.

| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
|-------------|----------------------|-------|--|---|
| ECON 212 | Basic Econometrics 1 | 2 | An introduction to econometrics which focusses on the principles of Ordinary Least Squares regression analysis. Practical experience is provided through regular laboratory sessions. | An understanding of mathematics and statistics and their application to the study of economics. |
| ECON 221 | Microeconomics I | 2 | This module provides a solid foundation of intermediate level microeconomic theory and covers topics including Consumer Theory, Producer Theory and General Equilibrium. This module cannot be taken with ECON254. | Students must have completed an introductory microeconomics module. |

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| ECON 223 | Macroeconomics I | 2 | This module builds on students' existing knowledge of macroeconomics and considers areas such as Keynesian macroeconomic models and the role of fiscal and monetary policy in the economy. This module cannot be taken with ECON254. | Students must have completed an introductory macroeconomics module. |
| ECON 227 | Microeconomics for Business Economics | 2 | Students will be able to understand how to analyse individual consumption behaviour and understand the implications of profit maximisation for firms. Students will be able to combine the knowledge of consumption and production behaviour to provide a general equilibrium analysis of economic activities. | An understanding of the application of mathematics to economics, management and accounting. Previous study of microeconomics is necessary. |
| ECON 250 | Alternate Perspectives in Economics | 2 | This module aims to provide a historical and methodological basis for understanding modern economic theory. Students will learn to differentiate between and analyse the approach to subject matter adopted by different schools of thought. | Students must have completed introductory modules in microeconomics and macroeconomics. |
| ECON 251 | Behavioural Economics | 2 | This module introduces students to behavioural economics, its methods and its perspectives, and provides an understanding of how it has contributed to economics as a social science. | Students must have completed an introductory module in Microeconomics and have an understanding of mathematics and statistics and their application to the study of economics. |
| ECON 308 | Financial Economics | 3 | This module provides a broad introduction to essential topics in modern financial economics, which crucially includes decision-making under uncertainty, portfolio selection, pricing | Students must have studied basic econometrics and mathematics for economics. |

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| | | | financial assets and state contingent claims, and forecasting asset returns and volatility from historical data. | |
| ECON 312 | Methods of Economics Investigation 2: Microeconometrics | 3 | This module covers typical topics such as binary choice models including logit and probit models, count data models which is widely used to deal with integer variables as well as panel data models. The module will develop applied research skills, including the ability to analyse data using appropriate econometric techniques and bespoke software. | Students must have studied basic econometrics. |
| ECON 322 | Game Theoretical Approaches to Microeconomics | 3 | This module provides an introduction to game theory. | Students must have an understanding of mathematics and statistics and their application to the study of economics. |
| ECON 342 | Advanced Microeconomics | 3 | This module aims to provide an understanding of the market failure resulting from asymmetric information. The course covers some of the canonical models of adverse selection and moral hazard focussing on the design of optimal contracts under informational asymmetries. | Students must have studied introductory and intermediate microeconomics. |
| ECON 361 | Public Economics | 3 | Students will apply the tools of microeconomics and game theory to the analysis of public economics in order to understand and characterize welfare-maximizing policies. These tools will also be applied to the evaluation of tax and expenditure policies. | Students must have completed modules equivalent to the Management School's modules ECON221 Microeconomics 1 or |

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| | | | | ECON233 Management Economics 1. |
| ECON 362 | Economics of Art and Cultural Industries | 3 | This module aims to provide a historical and methodological basis for understanding the economics of Arts & Cultural industries. | Students must have completed studies equivalent to the Management School's module ECON221 Microeconomics 1. |

NON-SPECIALIST ECONOMICS MODULES – SEMESTER ONE

Please note that these modules are appropriate for students taking business-related programmes at their home university, as well as those studying economics programmes, subject to having completed the pre-requisite study.

| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
|-------------|------------------------|-------|---|---|
| ECON 233 | Management Economics 1 | 2 | The module provides an introduction to the rational decision-making process used to make business decisions. It introduces the students to the quantitative and analytical tools that managers use to make complex decisions. | Students must have completed an introductory microeconomics module and have some experience of Mathematics / statistics |
| ECON 254 | Theory of the Firm | 2 | This module will equip students with the knowledge and skills necessary to understand and evaluate the internal and external factors that influence the strategic decisions made by business organisations. The module will support the analysis of the operation of business organisations within national and | None. |

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| | | | international markets. This module cannot be taken with ECON221, ECON223 or ECON233. | |
| ECON 333 | Industrial Organisation | 3 | Students will apply the tools of microeconomics to the analysis of firms, markets and industries in order to understand the nature and consequences of the process of competition. These tools will also be applied to the evaluation of relevant government policy. | Students must have completed studies equivalent to the Management School's module ECON221 Microeconomics 1. A knowledge of management economics is also helpful. |
| ECON 335 | International Trade | 3 | This module aims to develop a good understanding of the main trade theories, their assumptions, implications, applications and limitations, and provide essential skills to students to engage in an analytical discussion of the impact of trade patterns, trade policies of government, foreign direct investment and World Trade Organisation on the economies of both developing and developed countries. | Students must have studied management economics and basic microeconomics before taking this module. |
| ECON 354 | International Economic Relations | 3 | This module considers the nature and determinants of the pattern of world trade and financial, capital and labour flows, and analyses these in the context of key issues in international economic relations. | Students must have completed studies equivalent to the Management School's module ECON254 Theory of the Firm. This module is usually taken by students majoring in Business. |

GENERAL MANAGEMENT – SEMESTER ONE

| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
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| MKIB 337 | Tourism | 3 | The aim of this module is to provide a coherent framework through which the structure, management and organisation of the Tourism Industry can be understood and the nature of tourism demand explained. | None |
| MKIB 367 | Events Management | 3 | The module provides students with a critical understanding of events management. | Students must have studied an introductory marketing module. |
| PHIL 271 | Business Ethics | 2 | This module deals with business ethics and the social responsibility of business organizations. It is designed to inform decision-making about ethical challenges arising in business. | None |

| HUMAN RESOURCE MANAGEMENT MODULES – SEMESTER ONE | | | | |
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| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| ULMS 206 | Introduction to People Management | 2 | This module seeks to introduce students to the theoretical perspectives, roles, and practical activities associated with people management in contemporary organisations. | None |
| MKIB 227 | Women in Management | 2 | This module will examine organisations, management structures and practice in relation to women. Students will analyse a variety of issues unique to women in management, including leadership styles, communications patterns, the "glass ceiling" and work and family issues. Topics will be | None |

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| | | | considered from the perspectives of organisational behaviour, sociology, psychology and gender studies. | |
| ULMS 351 | Psychological Approaches to Decision Making | 3 | Students will gain an understanding of the concepts and theories relevant to the cognitive and emotional aspects of decision-making at the individual, group and organisational level. Students will look at the issues associated with decision-making amidst uncertainty and conflict and will learn about factors that can influence decision-making. | Students must previously have studied an introductory management module. |

| MARKETING MODULES – SEMESTER ONE | | | | |
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| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| MKIB 153 | Fundamentals of Marketing | 1 | <p>Students will develop an understanding of the marketing environment and its relevance for the organisation. They will be able to identify and apply key marketing concepts to aid marketing and business decisions and will have an understanding of the practical applications and processes of marketing.</p> <p>NB: This module is available to students from Copenhagen Business School <u>only</u></p> | None |
| MIKIB 256 | Market Research | 2 | Students will develop an understanding of the need for, and place of, market research in supporting marketing decisions. Students will critically evaluate market research methodologies | Students must have studied an introductory marketing module previously. |

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| | | | and develop a practical and applied understanding of developments in market research, including its strengths and weaknesses. | |
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Semester Two Modules

| SPECIALIST ACCOUNTING MODULES – SEMESTER TWO | | | | |
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| Please note that these modules are most appropriate for students majoring in accounting and finance at their home university, subject to having completed the pre-requisite study. | | | | |
| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| ACFI 202 | Accounting Theory | 2 | The module aims to increase students' knowledge of the theory of accounting and its relevance to the study of accounting practice. | Students must have studied financial reporting and have an understanding of international accounting standards. |
| ACFI 203 | Management Accounting | 2 | This module builds on students' existing knowledge of management accounting to introduce more advanced techniques that aid planning, control and decision-making. | Students must have some prior study of management accounting. This module is usually taken by students who |

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| | | | | major in Accounting at their home university. |
| ACFI 211 | Business Law | 2 | This module aims to give students a general understanding of the principal areas of English law that may be encountered in business or professional practice. This module is only available to students who major in Accounting at their home university. | None |
| ACFI 212 | Tax Compliance | 2 | This module enables students to understand, prepare and explain UK tax computations for individuals, companies and trustees. This module is only available to students who major in Accounting at their home University. | Students must have studied financial accounting. |
| ACFI 302 | Corporate Reporting and Analysis | 3 | This module builds on students' existing knowledge of financial reporting to cover more detailed and complex accounting standards and by looking at ways in which financial statements can be analysed. | Students must have studied an equivalent to the Management School's ACFI201 Financial Reporting 1 module. |
| ACFI 303 | Advanced Management Accounting | 3 | This module builds on students' existing knowledge of management accounting theory and practice and presents management accounting in the broad context of organisational management and control. | Students must have studied an equivalent to the Management School's ACFI203 Management Accounting module. |
| ACFI 310 | Derivative Securities | 3 | This module introduces students to derivative securities, outlines how these assets are valued and demonstrates their use in arbitrage, hedging and speculation. | Students must have a knowledge of financial management and business finance, as covered in the |

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| | | | | School's modules ACFI204 and ACFI304. |
| ACFI 311 | Behavioural Finance | 3 | An introduction to the key concepts and issues of behavioural finance. | None (please note that this module is normally taken by students on our final year BSc Economics programme) |
| ACFI 320 | Corporate Governance | 3 | The module aims to provide students with an understanding of the history and development of corporate governance and the key principles and systems that underpin corporate governance today. It also provides the opportunity to assess the practical application of corporate governance systems across major international organisations. | Students should have studied modules in accounting or management economics prior to taking this module. |
| ACFI 321 | Capital Markets | 3 | Capital Markets provides a comprehensive introduction to the workings of modern financial systems, the efficiency of money markets and the role of investment bankers, illustrating how they impact our financial system. | Students should have studied financial management prior to taking this module. |
| ACFI 322 | Football Finance, Analysis and Evaluation | 3 | This module aims to give students to develop an understanding of how financial transactions have an impact on football clubs, and the integration of finance into the success or otherwise of | Students should have studied an introductory module in finance and accounting. |

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| | | | clubs. The module will attract students with an interest in the sport and provide them with an insight into how financial metrics in relation to clubs can be produced, and the valuation techniques used by investors when buying and selling clubs | |
| ACFI 341 | Finance and Markets | 3 | This module builds on students' existing knowledge of finance to develop understanding of three of the main financial markets: credit, corporate control and financial instruments. The module also looks at strategies to hedge against risk using financial instruments. | Students should have studied a module equivalent to the Management School's ACFI304 Business Finance. |

SPECIALIST ECONOMICS MODULES – SEMESTER TWO

Please note that these modules are most appropriate for students majoring in Economics at their home university, subject to having completed the pre-requisite study.

| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
|--------------------|------------------------|--------------|--|---|
| ECON 211 | Mathematical Economics | 2 | An introduction to the use of mathematical models in the study of economics. | An understanding of mathematics and statistics and their application to the study of economics. |
| ECON 213 | Basic Econometrics 2 | 2 | | Students must have studied an Econometrics syllabus similar |

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| | | | This module builds on students' existing study of econometrics by extending the treatment of regression to the multiple regression model. | to the School's own ECON212 module. |
| ECON 222 | Microeconomics 2 | 2 | This module builds on the theoretical foundations developed in students' previous studies of microeconomics and extends the application of the skills acquired to more advanced topics like welfare economics. It introduces topics such as asymmetric information and game theory. | Students must have studied the areas covered in the School's module ECON221 Microeconomics 1 before taking this module. |
| ECON 224 | Macroeconomics 2 | 2 | This module extends students' previous study of macroeconomic theory at the intermediate level by providing a comprehensive introduction to the central tenets underlying, and the policy implications of, the monetarist, new classical and new Keynesian schools of macroeconomic thought. | Students must have studied the areas covered in the School's module ECON223 Macroeconomics 1 before taking this module. |
| ECON 234 | Management Economics 2 | 2 | The module introduces students to the different economic approaches to the study of organisations. It also shows how economics can be applied to strategic management, mergers and acquisitions and corporate governance. | Students must have studied the areas covered in the School's module ECON233 Management Economics 1 before taking this module. |
| ECON 241 | Securities Markets | 2 | This module will develop students' understanding of the role of securities markets in the economy. Students will also be able | Students must previously have taken an introductory module |

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| | | | to understand and apply appropriate economic theory to market organisation and develop an understanding of the usefulness of portfolio theory and the approaches to the valuation of financial assets. | in microeconomics, macroeconomics or finance. |
| ECON 306 | Economics of Developing Countries | 3 | This is an introductory module to the economics of international development. It introduces students to conceptual and methodological issues within international development and provides a solid grounding in various models of economic growth and development. | Students must have studied basic and intermediate micro and macro economics. |
| ECON 311 | Methods of Economic Investigation 1: Time Series Econometrics | 3 | The aim of this module is to give students an understanding of econometric time-series methodology. Areas covered include volatility models of financial time-series, and multivariate (multiple equation) models such as vector error correction and related cointegrating error correction models. | Students must previously have studied an econometrics module equivalent to the School's module ECON212 Basic Econometrics 1. |
| ECON 326 | Health Economics | 3 | This module provides an introduction to the basic principles and tools of health economics. It offers an overview of issues such as demand and supply for healthcare, equality and inequality, health care financing and health insurance. | Students must have an understanding of mathematics and statistics and their application to the study of economics and must previously have studied intermediate microeconomics. |
| ECON 343 | Advanced Macroeconomics | 3 | Students will build on their existing macroeconomic knowledge by considering the political economy perspective of | Students must have studied intermediate macroeconomics before taking this module. It |

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| | | | macroeconomic processes and taking an in-depth look at the Solow growth model. The module will also consider alternative views of the business cycle and look at the role of exchange rates and commodity prices. | is normally taken by students majoring in Economics. |
| ECON 360 | Economic Analysis of the Law | 3 | Students will learn to apply the tools of microeconomics to the analysis of legal institutions and frameworks. These tools will also be applied to the evaluation of the influence of legal structures on behaviour and economic behaviour in particular and performance. Recent advances in theory as well as empirical analysis of relevant topics will be considered. | Students must have studied intermediate microeconomics before taking this module. It is normally taken by students majoring in Economics. |

| GENERAL MANAGEMENT – SEMESTER TWO | | | | |
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| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| ULMS 202 | Business and Employment Law | 2 | A module to introduce students to the impact the law of England and Wales on business. Contract law, tort, employment law, discrimination and intellectual property are the main areas of focus. | Students must have studied an introductory module in management and also an introductory module in human resource management. |
| ULMS 205 | Government and Business | 2 | | None |

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| | | | An introduction to the issues concerning the interaction of business with government, including regulation of business, support for business and the role of business in the governing process. | |
| ULMS 230 | Fundraising Management | 2 | A critical analysis of the fundraising methods available to not-for-profit organisations. Students will have the opportunity to develop work-related skills including bid writing, event organisation, volunteer management and fundraising strategies. | None |
| ULMS 353 | Strategic Management and Business Policy | 3 | The first part of the module provides an overview of perspectives and explains the centrality of strategic purpose. The second part is about strategic analysis and covers strategic objectives, and the analysis of the external and internal environments. The third part covers business, corporate, and global levels of strategy. | Students must have studied an introductory module to management. |
| ULMS 370 | The Football Business | 2 | Students will develop their knowledge and understanding of the key issues surrounding the contemporary football business and associated industries; students will apply their knowledge of economics, business and management to the football industry. | None |
| PHIL 270 | Business Ethics (semester two) | 2 | This module deals with business ethics and the social responsibility of business organizations. It is designed to inform decision-making about ethical challenges arising in business. | None |

| HUMAN RESOURCE MANAGEMENT MODULES – SEMESTER TWO | | | | |
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| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| ULMS 266 | Leadership and Performance Management | 2 | The module aims to introduce students to the theoretical perspectives, roles, and practical activities associated with Leadership both in contemporary organisations and in the historical context. | Students must have studied an introductory module in human resource management equivalent to the School's ULMS157. |
| ULMS 268 | Identity, Culture and Organisation | 2 | The module aims to provide students with the opportunity to study in-depth the relationship between employees' and managers' sense of self and their understandings of, and behaviours in, organisational environments. The module also examines recent developments such as virtual identities and the blurring of boundaries between the public and private realms. | None |

| INTERNATIONAL BUSINESS – SEMESTER TWO | | | | |
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| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| MKIB 225 | International Business | 2 | <p>This module aims to give Business Studies students an introduction to the issues facing international firms within a rapidly changing global environment.</p> <p>This module cannot be taken alongside MKIB 253.</p> | None |

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| MKIB 253 | International Management | 2 | <p>An introduction to key issues in international business and management from the perspective of the multinational enterprise. Students will compare different national traditions of corporate organisation and governance.</p> <p>This module cannot be taken alongside MKIB 225.</p> | Students must previously have studied an introductory module in international business. |
| MKIB 261 | International Development | 2 | <p>This module is concerned with the theoretical and practical implications of international development in the global economy. The module will enable an in-depth analysis of the central issues associated with the policies of international development. The module also provides an insight into recent trends in international development and identifies future directions.</p> <p>Students who have not studied international business before must take this module with MKIB225.</p> | <p>Students must previously have studied an introductory module in international business.</p> <p>If you have not studied international business before, you must take this module alongside MKIB225.</p> |
| MKIB 338 | Business in the Asia-Pacific Region | 3 | <p>This module aims to familiarise students with the unique and contrasting business environment in the Asia Pacific region and to use concepts and theories from the international business/management literature to evaluate and explain this environment.</p> | Students must previously have studied an international business/management module equivalent to the School's MKIB225 or MKIB253 modules. |
| MKIB 369 | Business in Emerging Markets | 3 | <p>Students will explore a range of concepts and topics relevant to emerging markets and BRIC (Brazil, Russia, India, China) countries and begin to independently research issues that are of interest to them. They will gain an in depth understanding of how theories, concepts and concerns of cognate disciplines</p> | Students must previously have studied an international business/management module equivalent to the School's |

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| | | | affect the business environment in emerging markets. By exploring specific cases in depth, they will develop analytical and communication skills both as part of a group and on their own. | MKIB225 or MKIB253 modules. |
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| MARKETING MODULES – SEMESTER TWO | | | | |
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| Module Code | Module Title | Level | Descriptor | Pre-Requisite Study |
| MKIB 230 | Retail Marketing | 2 | The key aim of this module is to provide an appreciation and understanding of the functions and challenges inherent in the management of retail organisations, including the management of a large assortment of products/services, the complexities and risks of selecting new locations and managing a store network, and managing a constant and direct interface with customers. | Students must have studied an introductory marketing module previously. |
| MKIB 255 | Services Marketing | 2 | An introduction to the sub-discipline of services marketing. Students will critically evaluate the theory of services marketing and will analyse specific service organisations and sectors, such as financial services, hotels, airlines, universities and charities. | Students must have studied an introductory marketing module previously. |
| MKIB 355 | Critical Issues in Marketing | 3 | This course aims to develop fundamental knowledge of and about marketing as a field of study and provoke critical thinking about the field. It provides an opportunity for students to consider alternative approaches to the study and practice of marketing. Readings and discussions examine the historical development of marketing thought and theory, as well as | Students must have studied a range of marketing-oriented modules previously. |

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| | | | <p>contemporary issues, alternative perspectives, and critical insights.</p> <p>This module is <u>only</u> available to students who major in Marketing at their home university.</p> | |
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