

# International Business with a Year in Industry

BA (Hons)

## COURSE DETAILS

- A level requirements: [AAB](#)
- UCAS code: N121
- Study mode: Full-time
- Length: 4 years

## KEY DATES

- Apply by: [31 January 2024](#)
- Starts: 23 September 2024

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## Course overview

Our International Business programme is designed to help you navigate through the complexity of the international business environment and will enable you understand the benefits and challenges of globalisation for local communities.

The University of Liverpool Management School Business, Management and Marketing subject area is ranked 25th from 119 providers, a rise of 10 places from last year. (Times Good University Guide 2023).

\*based on subject area.

## INTRODUCTION

Our International Business with a Year in Industry programme has an internationally focused curriculum aimed at helping you to analyse, understand and act on the global challenges and opportunities faced by both advanced economies of Europe, Asia and North America as well as emerging markets of Asia, Latin America and Africa.

During your time at Liverpool, you will have the opportunity to visit a continental European city to experience and analyse first-hand another country's economy in your first year in addition

to having the opportunity to study a modern language such as Catalan, Chinese, French, German, Italian, Spanish (various levels available) alongside your studies.

## **WHAT YOU'LL LEARN**

- Fundamentals of marketing
  - Introduction to accounting and finance
  - Management theory
  - Corporate social responsibility (CSR)
  - International development in the global economy
  - Identify key issues in international business
  - Global strategic management
  - Explore the business environment in emerging markets
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## **ACCREDITATION**

The University of Liverpool Management School holds accreditation from [AACSB](#), [AMBA](#) and [EQUIS](#). This makes it one of an elite group of institutions worldwide to hold the gold standard triple accreditation.

Accredited by the [Chartered Institute of Management Accountants \(CIMA\)](#), our International Business programme is delivered with excellent teaching and quality content by expert academic staff who regularly publish high quality research used by global practitioners and policymakers.

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# Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

## YEAR ONE

In your first year, you will be introduced to the fundamentals of management studies and the basic concepts and skills necessary for a broad understanding of the international business environment. You will also begin to explore the concepts relevant to International Business and the differences between the business systems of the world's leading economies plus develop your employability skills and attributes.

Additionally in your second semester we plan to go on a field trip, usually to a European city to experience and analyse first-hand another country's economy.

In year one, students have no optional modules for International Business with a Year in Industry.

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## COMPULSORY MODULES

### FUNDAMENTALS OF MARKETING (MKIB153)

**Credits: 15 / Semester: semester 1**

The module is an introduction to the fundamental principles of marketing. The module aims to bring contemporary marketing perspectives to life for students new to the concept of marketing. The content of the module is underpinned by marketing theory, with an emphasis on application.

### GLOBAL CAPITALIST SYSTEMS (MKIB160)

**Credits: 15 / Semester: semester 2**

This module introduces students to the growth of international business and the unevenness of capitalism. The course examines different regional and national variations of capitalism. The national economies of Germany, Japan, the UK, US, and Scandinavian countries are discussed in detail, in addition to emerging economies such as BRICs. There is a particular focus on trade, global financial institutions and other economic units. The course is assessed through an individual reading report a group presentation and a group report (in which students have to pinpoint their own contribution to the project [800 words per student], and reflect on the process of learning during the fieldwork or working in groups if trip does not take place).

## **INTERNATIONAL BUSINESS ENVIRONMENT (MKIB152)**

**Credits: 15 / Semester: semester 2**

This course examines the international business environment through a combination of theoretical instruction and empirical (real-world) case studies. Students will be introduced to the key theories used to explain how and why internationalization occurs. Half the course is also devoted to the examination and discussion of real business cases. Students will gain a solid understanding of the international business environment and be able to apply theory to practice. This module aims to provide students with a foundation in the theory and practice of international business and the global business environment. The module equips students with the knowledge and understanding of the extant international business theories, research and practice, which are needed to appreciate the internationalization strategies of firms and the global business environment within which firms operate.

## **INTRODUCTION TO ACCOUNTING AND FINANCE (NON-SPECIALIST) (ACFI107)**

**Credits: 15 / Semester: semester 2**

Whether pursuing a career in marketing or in supply chain management, modern business professionals have to be well versed in the language of accounting and finance. This module aims to equip a non-specialist audience with a solid understanding of the key principles of financial reporting and management accounting. Students will first learn how firms measure and report their financial position and performance, and then engage in analysis and visualisation of real data using financial ratios. The module will also introduce students to a number of fundamental managerial decision-making techniques, such as cost-volume-profit analysis, simple costing models, budgeting, and capital investment appraisal methods.

## **ORGANISATIONS AND MANAGEMENT (ULMS151)**

**Credits: 15 / Semester: semester 1**

The module provides students with a grounding in practical and theoretical perspectives on historical and contemporary forms of management. It explores how organisations address their major challenges by drawing from tried and tested methods, as well as more innovative practices. Students are encouraged to question common sense assumptions about management, and to identify creative and sustainable practices in organisations.

## **PROFESSIONAL AND ACADEMIC SKILLS FOR INTERNATIONAL BUSINESS STUDENTS (MKIB116)**

**Credits: 15 / Semester: semester 1**

This module aims to introduce students to the academic and professional skills they will require in university and beyond. Students will examine the tools and techniques needed to use both qualitative and quantitative data and gain an understanding of how these are relevant in the modern business environment. The module will also provide an opportunity to develop key professional skills needed in the corporate environment.

## **INTRODUCTION TO THE GRADUATE RECRUITMENT PROCESS (ULMS170)**

**Credits: 15 / Semester: semester 2**

This module aims to introduce students to the graduate recruitment process by providing them with the skills required to secure a work placement or summer internship. It also provides the opportunity to acquire, develop and apply these skills.

## **ECONOMIC PRINCIPLES FOR BUSINESS AND MARKETS (ECON127)**

**Credits: 15 / Semester: semester 1**

The aim of this module is to introduce the core principles of economics (both micro and macro), to develop models and economic perspectives relevant to business students and demonstrate how modern economics can illuminate the problems that businesses face on a day-to-day basis.

*Programme details and modules listed are illustrative only and subject to change.*

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## **YEAR TWO**

In your second year, you will continue to become familiar with the main management functional areas and extend your knowledge of international business as well as exploring entrepreneurship and international innovation.

Upon successful completion of your second year, you will also be able demonstrate the link between entrepreneurship, innovation and business creation. This is in addition to further understanding concepts relevant to International Business and International Management and interpret and analyse introductory statistical techniques appropriate to understanding international commerce.

**IN YEAR TWO, YOU MAY CONTINUE TO FOLLOW A LANGUAGES PATHWAY. LANGUAGES AVAILABLE INCLUDE CATALAN, CHINESE, FRENCH, GERMAN, ITALIAN, SPANISH (VARIOUS LEVELS AVAILABLE).**

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## **COMPULSORY MODULES**

### **ADVANCED ACADEMIC AND PROFESSIONAL SKILLS FOR INTERNATIONAL BUSINESS (MKIB216)**

**Credits: 15 / Semester: semester 1**

This module will build on the first-year skills module and will teach IB students the advanced academic and professional skills they need to flourish in their final-year modules and then to function effectively in the workforce.

## **CORPORATE SOCIAL RESPONSIBILITY (ULMS251)**

**Credits: 15 / Semester: semester 2**

This module is designed to challenge students to think about the nature of modern business behaviour, its role and contribution to society, and the ways in which such behaviour can be understood, especially from moral and ethical perspectives. Over a series of formal lectures, students are introduced to a range of key critical thinkers from ethics, philosophy, economics and management studies. Our explorations are also constantly related to real-life examples. The module is taught via formal lectures and seminars and is assessed by an unseen online open book examination and an individual assignment.

## **INTERNATIONAL DEVELOPMENT (MKIB261)**

**Credits: 15 / Semester: semester 2**

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 economics and policies of international development. The module also provides an insight into problems, challenges and recent trends in international development as well as identifies future directions.

## **INTERNATIONAL FINANCE (NON-SPECIALIST) (ACFI260)**

**Credits: 15 / Semester: semester 1**

This module delivers an outlook of issues of international finance, such as parity conditions, currency exposures/management and international capital markets; especially focusing on the financial management of multinationals. The groundwork is based on fundamentals of finance which provides an introduction to the core principles of finance, valuation and financial decision-making, within the domestic setting and then expands to the international setting.

## **INTERNATIONAL MANAGEMENT (MKIB253)**

**Credits: 15 / Semester: semester 2**

In a globalised world, companies of all kinds are no longer limited to producing and selling their goods and services in domestic markets. They explore global markets and operate across national borders. What challenges do companies face as they operate in multiple nation-states? How are they different from the domestic companies? How can multinational companies (MNCs) be managed effectively in order to stay competitive in the global market? This module aims to produce the knowledge and skills for students to address these questions. The module is structured into three parts. The first part discusses globalisation and MNCs, providing an overview of the changing landscape of the global economy. The second part focuses on the challenges that faced by MNCs with an analysis on the complex and often conflicting external environmental factors that shape the strategy and management of MNCs. The third part discusses how MNCs manage these challenges, exploring different strategies and practices that managers could consider in managing operation, talents and knowledge across borders.

## **THEORY OF THE FIRM (ECON254)**

**Credits: 15 / Semester: semester 1**

This module gives an overview of some very basic economic principles as it applies to the firm and its environment. It equips the student with the knowledge and skills necessary to understand and evaluate internal and external factors that influence the strategic decisions made by the firms. This includes the analysis of the nature and behaviour of firms in international markets. It is designed for non-economists such as Business Studies students. Explanations are sometimes based on very basic diagrams and students are expected to have GCSE level maths.

## **OPTIONAL MODULES**

### **EQUALITY, DIVERSITY AND INCLUSION IN ORGANISATIONS (ULMS226)**

**Credits: 15 / Semester: semester 2**

This module provides an overview of what workforce equality, diversity and inclusion (EDI) are and their relevance and usefulness in improving the understanding and management of people at work. Today's workplace is changing due to a number of factors including an ageing population and increases in the number of women and ethnic minorities. As a result, there is a need to effectively understand and manage EDI in organisations in order to create an inclusive workplace that meets organisational outcomes. A number of issues that managers of a diverse workforce face are explored. In particular, issues such as gender, age, ethnicity, disability, religion, sexual orientation and intersectional identities are discussed. Two key approaches towards EDI are reviewed: the social justice case and the business benefits case. The module also explores a range of EDI related concepts and topics such as social identity, stereotyping and discrimination. It also considers the protected rights of employees covered by UK legislation as well as international legislative drives and policies. Successful students will develop their understanding of the field of EDI and their own personal position within it. They will also inform their practice as future managers from both research and practitioner perspectives.

### **EUROPEAN UNION AND BUSINESS (MKIB250)**

**Credits: 15 / Semester: semester 1**

The aim of this module is to develop awareness of the distinctive nature of the business environment within and around the European Union (EU). Students who complete this module will have an improved understanding of the role of the EU in relation to business. The key political and legal institutions and actors responsible for the formulation of policies that influence business practice in Europe will be examined and core academic debates about the form and function of the EU will be reviewed. The students will also be introduced to economic integration and the operation of the EU single market. In the second half of the module, we will explore specific EU business-related activities. There will be a case study of the UK's EU membership.

## **GOVERNMENT AND BUSINESS (ULMS205)**

**Credits: 15 / Semester: semester 2**

The core roles of government in relation to business are identified and evaluated and significant changes discussed. The module also explores the nature of the relationship between government and business, for example in terms of neo-corporatist structures and the role of business as an actor in the governmental process. These issues are also placed firmly within a wide-ranging international context and examples are drawn from a wide variety of countries. The module is assessed through an assignment and an unseen exam. Successful students will acquire an appreciation of the interactions between government and business, develop a strong critical awareness and be able to apply the general debates to a wide range of specific examples.

## **IDENTITY, CULTURE AND WELLBEING IN ORGANISATIONS (ULMS268)**

**Credits: 15 / Semester: semester 1**

Identity and culture are two very important phenomena in organisations. They help explain why organisations look and feel the way they do. They also help us understand why people in organisations often ignore and/or resist rational models and techniques; how these affect the ways employees see their identity at work and their sense of wellbeing; and how identity and cultural management at sectoral, occupational and organizational levels impact workers' sense of self. Students on this module are encouraged to investigate culture and identity in relation to wellbeing in contemporary films, fictional narratives and social media, as well as in the academic literature.

## **INNOVATION AND ENTREPRENEURSHIP (ULMS259)**

**Credits: 15 / Semester: semester 1**

Innovation and entrepreneurship draw together key themes relating to the development of new products, new processes and new organisations in the business environment. Innovation is strategic when it is consistent with a corporation's mission, vision and values and is created to enhancing the strategic positioning and/or competitiveness of organisations. This module deals with the principles underpinning innovation and entrepreneurship in the context of a global business environment.

In this module students will gain a deep understanding of the role of strategic innovation activities in various organisational settings as a tool to developing a longer-term entrepreneurial culture. It will focus on comparing methods of best practice for entrepreneurial innovation developments and how these are utilised in practice using case studies and simulated examples.

The module draws on both theory and practice from a range of sub-disciplines and areas of study, including examples of innovation within large public and private sector organisations as well as smaller technology-based organisations both local and international.

Whilst the module provides theoretical insight into innovation and entrepreneurship, students will also be encouraged to identify best practices in the management of innovation and entrepreneurship in organisations.



## **INTERNATIONAL BUSINESS LAW (MKIB240)**

**Credits: 15 / Semester: semester 2**

This course is designed to give students awareness of the legal scope and character of the ways in which business is regulated in a global economy. As markets open up, supply chains become global, and business thereby becomes cross border in character, ethical considerations become significant, and the effective regulation of that business can become a serious challenge, both for regulators and the parties to that business. As a result, international business regulation has become a complex, ever-changing, and constantly evolving institutional environment, both at the national level, and the transnational. It covers a many legal fields, and affects multiple aspects of business organisation and operation. It impacts significantly on consumers and businesses, but also has profound implications for regulators – that is policy-makers, legislators and enforcement agencies, and the challenges of regulating corporate behaviour.

## **INTRODUCTION TO PEOPLE MANAGEMENT (ULMS206)**

**Credits: 15 / Semester: semester 1**

This module aims to provide students with knowledge and understanding of what is expected of a manager and what is meant by managerial 'effectiveness'. To do this, you need to be able to identify the role of a manager and those factors which influence managers' effectiveness – and these lie not only within yourself but also in your working environment. They include your job, your organisation, and the people you work with. We will explore what managers do and what is meant by managerial 'effectiveness' and is an area that will make a valuable contribution to organizational practice.

## **INTERNATIONAL TECHNOLOGY AND INNOVATION MANAGEMENT (MKIB205)**

**Credits: 15 / Semester: semester 2**

This module aims to provide undergraduate international business students a broad overview of the core concepts in technology and innovation management, the dominant theories in it, innovation and technology management tools and frameworks that are employed by organisations, international standards on innovation, ethical technology management practices and finally practical evidences of the same. With the aid of lectures and experiential learning orient-ed seminars, the module aims to provide students with a basic understanding of the current international innovation and technology management practices and a critical perspective in evaluating the innovation and technology management frameworks. The module prepares international business students for a career in international business with organisational roles related to new product development and the strategic management of technology, knowledge, and innovation.

## **PRINCIPLES OF PEOPLE MANAGEMENT (ULMS207)**

**Credits: 15 / Semester: semester 1**

This module aims to provide students with knowledge and understanding of what is expected of a manager and what is meant by managerial “effectiveness”. To do this, you need to be able to identify the role of a manager and those factors which influence a manager’s effectiveness – and these lie not only within yourself but also in your working environment.

## **HUMANITY, ETHICS AND MORALITY – THE SUSTAINABLE SELF (ULMS260)**

**Credits: 15 / Semester: semester 2**

Advances in human ecology and the wider ecosystem in which we live and function have profoundly changed how we view ourselves, how we view the world around us, and ultimately how we live and exist in our societies. As a learner we are now being called upon to tackle the biggest ecological challenges facing us, such as climate change and social crises. Our duty to explore, research and educate one another to help solve these issues by seeking to understand better the value, purpose, and ethics of human behaviour in the context of (International) Business and Management is critical. This module which will draw from multiple cross disciplinary fields in the social sciences, where students will explore theories which seek to give insights into underpinning real-world problems, alongside philosophical and ethical theories. This will enable students to develop skills in debate, analysis, and critical argument, to help nurture their awareness and appreciation of the responsibility they will carry with them into business contexts, society and the wider ecosystem. The module seeks to advance students’ awareness of their own ecological citizenship and responsibilities as future business practitioners. In this module students will also have the opportunity to evaluate their personal orientations to their own values, assumptions and responsibilities building upon material studied, by reflexively shaping their appreciation of how we need to become more ethically minded as Business Practitioners in our social eco-systems.

*Programme details and modules listed are illustrative only and subject to change.*

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## **YEAR THREE**

The third year of your programme is spent on placement. You will complete a year-long graduate-level placement, providing valuable work experience and an opportunity to further enhance the skills and attributes sought after by top employers.

You can apply for UK-based placements with a large organisation or smaller company or even seek a placement overseas. You will be visited at least twice by University staff whilst on placement with support from the Placement Team throughout and complete related assessments in May.

## **COMPULSORY MODULES**

### **ULMS PLACEMENT YEAR (ULMS299)**

**Credits: 120 / Semester: whole session**

The placement experience is not just about gaining work experience, it is also about developing as a more nuanced and sophisticated practitioner. Throughout the placement you will examine current business theory through the lens that is your personal experience and develop real insight into how theory and practice fit together. The less sophisticated try and force theory to work where it won't or simply abandon it altogether. This module will help you develop an understanding of the role of theory in your personal practice enabling you to target your effort more effectively.

*Programme details and modules listed are illustrative only and subject to change.*

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## **YEAR FOUR**

Your final year is where you will consolidate your knowledge and understanding through a much greater opportunity for personal study and research, as well as modules that probe deeply into contemporary issues in global business.

Upon successful completion of your final year, you will have developed a sound understanding of many topics such as the functional elements of international business and management, knowledge of the global economic environment, the main ethical problems facing international organisations plus the ability to critique critical issues in international business.

As part of your fourth year you will undertake optional modules, two in your first semester and two in your second semester.

**YOU MAY CONTINUE TO FOLLOW A LANGUAGES PATHWAY. LANGUAGES AVAILABLE INCLUDE CATALAN, CHINESE, FRENCH, GERMAN, ITALIAN, SPANISH (VARIOUS LEVELS AVAILABLE).**

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## **COMPULSORY MODULES**

### **BUSINESS IN EMERGING MARKETS (MKIB369)**

**Credits: 15 / Semester: semester 2**

This is an optional module focusing on the business environment in emerging markets. MNEs based in these countries will also be discussed.

## **GLOBAL STRATEGIC MANAGEMENT (MKIB351)**

**Credits: 15 / Semester: semester 2**

This module gives students an up-to-date coverage of global strategy and hands-on experience putting theory into practice. It sets new approaches such as institutional analysis alongside more traditional approaches based in economics and management. It also gives considerable attention to competition in and from emerging economies. At the end of the module, students are able to critically analyse the challenges and opportunities that a multinational enterprise (MNE) faces and the context in which these organizations make decisions. Assessment is through an individual report submitted at the end of the module.

## **INTERNATIONAL ECONOMIC RELATIONS (ECON354)**

**Credits: 15 / Semester: semester 1**

This module provides a detailed coverage of the nature and determinants of the pattern of world trade and financial, capital and labour flows. The module also aims to provide students with a critical appreciation of why conflicts arise between nations due to international economic activity and what policy options are most appropriate for countries both individually and cooperatively to adopt. Throughout the module emphasis is placed upon the role of theory in enhancing understanding of the key issues in international economic relations.

## **STRATEGIC MANAGEMENT AND BUSINESS POLICY (ULMS353)**

**Credits: 15 / Semester: semester 1**

The module gives an overview of the subject from the perspective of principles and practice. 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. Finally, the module explains implementation: covering strategic actions and performance management.

## **OPTIONAL MODULES**

### **CORPORATE GOVERNANCE (ACFI320)**

**Credits: 15 / Semester: semester 2**

The module covers 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 based on UK regulation.

## **INDEPENDENT STUDY MODULE (INTERNATIONAL BUSINESS) (MKIB335)**

**Credits: 15 / Semester: semester 1**

The independent study module is an individual piece of work, related to the specialist element within the International Business programme, undertaken by the student with supervisor support on an individual basis.

## **INDEPENDENT STUDY MODULE (INTERNATIONAL BUSINESS) (MKIB336)**

**Credits: 15 / Semester: semester 2**

The independent study module is an individual piece of work, related to the specialist element within the International Business programme, undertaken by the student with supervisor support on an individual basis.

## **INTERNATIONAL MARKETING (MKIB356)**

**Credits: 15 / Semester: semester 1**

An understanding of international marketing is crucial in today's increasingly international marketplace. International marketing activities must be planned, coordinated and integrated whilst recognising the need to understand the complexity of international environment when devising a strategy for market selection, market entry, and marketing mix. Graduates will often interact with international clients and therefore, this module aims to address the importance of having an international marketing understanding. It examines how a firm internationalises the marketing function, looking in detail at how to design and implement an international marketing plan including identifying the need for internationalisation, conducting global market research, selecting the international market, choosing effective entry modes, planning marketing mix in the target market, and coordinating global marketing program.

## **MANAGING KNOWLEDGE FOR INNOVATION (ULMS352)**

**Credits: 15 / Semester: semester 2**

The module introduces students to core theories and current issues and developments concerning knowledge management with the aim of fostering innovation. Students will learn how to analyse and critically evaluate the subject matter and apply it to diverse organisational environments.

## **THE FOOTBALL BUSINESS (ULMS370)**

**Credits: 15 / Semester: semester 2**

The aim of this module is to develop and enhance students' critical understanding of the key issues surrounding the contemporary football sector. Students will develop a critical understanding of how economics, finance, marketing and other business and management disciplines can be used to analyse features of the football business sector. Furthermore, various concepts and theories from the aforementioned disciplines will be used to analyse critically decision-making within the sector. Where appropriate alternative outcomes will be considered that might improve efficiency and effectiveness within the sector.

## **TOURISM (MKIB337)**

**Credits: 15 / Semester: semester 1**

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. The module involves a range of teaching strategies including lectures, student-led seminars and case studies. Additional material will be in the form of web-based reading and research, selected texts, journal articles and contemporary magazine and press articles. The module is assessed via an individual essay (2000 words) and an end of module examination (2 hour paper).

## **CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS (MKIB310)**

**Credits: 15 / Semester: semester 2**

The key focus of this module is for the students to build a strong understanding on contemporary issues concerning the International Business discipline as well as develop their critical thinking and critical discussion skills on a variety of controversial issues in IB. Through reading and interpretation of the academic international business literature as well as recent trends and developments in the global marketplace, students will be encouraged to analyse and debate the topics in order to form and express their own perspective in a structured and convincing manner. The module will draw on the research expertise of academic staff at ULMS and appropriate external speakers.

## **MANAGEMENT ACCOUNTING FOR BUSINESS (ACFI307)**

**Credits: 15 / Semester: semester 1**

The aim of the module is to build on the basic management accounting methods seen in ACFI 107 through coverage of a range of additional/more advanced techniques that aid costing, decision-making, planning and control. The module will also cover some of the contemporary developments within management accounting and performance measurement which have had a fundamental impact on the way many organisations are operated and managed.

*Programme details and modules listed are illustrative only and subject to change.*

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## **HOW YOU'LL LEARN**

Modules are taught using the latest active learning techniques including business simulations, real-world case studies, social media, interactive participation software, lecture capture and real-time financial and business data using our Bloomberg Trading Floor. The principal forms of teaching are lectures and seminars with lectures normally being supported by material such as hand-outs and presentations.

Seminars give the opportunity for detailed discussion of a topic under the direction of a tutor. You are normally expected to prepare work in advance for seminars and may be expected to present work or give presentations from time to time. On some modules, such as quantitative techniques and IT, seminars may take the form of practical sessions using our PC suites.

All our degrees depend on you spending a good part of the week in private or group study in preparation for lectures and seminars. This involves making extensive use of the excellent library and IT facilities, just one minute's walk away from the Management School.

## **HOW YOU'RE ASSESSED**

You will be assessed through a combination of coursework and examinations. The exact weighting will vary from one module to another. As well as individual assignments and exams, you may also be assessed on group reports and presentations.

## **LIVERPOOL HALLMARKS**

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

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# Careers and employability

Throughout your time at the Management School studying International Business you will have a number of optional modules to choose from enabling you to pursue areas of study of particular interest to you and further your future career plans thus equipping you with knowledge and skills highly sought after by employers.

Recent positions taken up by International Business graduates include:

- Campaign Manager
- Digital Marketing Analyst
- Business Development Manager
- Project Analyst
- International Recruitment Consultant.

Recent employers of International Business graduates include:

- Dell
- Pricewaterhouse Coopers
- The National Trust
- The British Council
- The Independent.

You can also explore taught postgraduate opportunities in our management school including:

- MSc Marketing;
- MSc Economics;
- MSc Project Management.

**4 IN 5 BUSINESS AND MANAGEMENT STUDENTS FIND THEIR MAIN ACTIVITY AFTER GRADUATION MEANINGFUL.**

*Graduate Outcomes, 2018-19.*

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# Fees and funding

Your tuition fee covers almost everything, but you may have additional study costs to consider, such as books or specialist equipment. In your first year we plan to go on a field trip, usually to a European city. For this field trip transport to/ from the city and accommodation costs are covered within your study fees. Students are responsible for other costs including the cost of a visa (if required), travel within the city and meals not included with the accommodation. Fees will not be refunded to students who do not participate in this field trip, or if the trip does not go ahead.

## TUITION FEES

<b>UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)</b>	
Full-time place, per year	£9,250

<b>International fees</b>	
Full-time place, per year	£23,200

*Fees are correct for the academic year 2024/25*

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support. [Learn more about tuition fees, funding and student finance.](#)

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## ADDITIONAL COSTS

All students have the opportunity to spend a semester studying overseas during their second year, subject to your year one performance. If you elect to study abroad you will need to cover

associated travel and living costs. University travel bursaries and subsistence grants are available.

Find out more about the [additional study costs](#) that may apply to this course.

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## **SCHOLARSHIPS AND BURSARIES**

We offer a range of scholarships and bursaries to provide tuition fee discounts and help with living expenses while at university.

Check out our [Undergraduate Global Advancement Scholarship](#). This offers a tuition fee discount of up to £5,000 for eligible students starting an undergraduate degree from September 2024. There's also [the Liverpool Bursary](#) which is worth £2,000 per year for eligible students.

[Discover our full range of undergraduate scholarships and bursaries](#)

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# Entry requirements

The qualifications and exam results you'll need to apply for this course.

Your qualification	<b>Requirements</b> <a href="#">About our typical entry requirements</a>
A levels	AAB Narrowly missed the entry requirements on results day? <div style="border: 1px solid #ccc; padding: 5px; text-align: center;">If you've studied these subjects, we may take them into account.</div> You may automatically qualify for reduced entry requirements through our <a href="#">contextual offers scheme</a> .
GCSE	GCSE Mathematics at grade 6/B and GCSE English at grade 4/C required. Applicants with equivalent qualifications and applicants who do not meet the GCSE English requirements will be considered on an individual basis according to their circumstances.
Subject requirements	Some Level 3 qualifications are only acceptable alongside 2 A levels, please <a href="#">contact us</a> for details.
BTEC Level 3 National Extended Diploma	D*D*D BTEC qualifications must be in a Business related subject.
International Baccalaureate	35 points with no score less than 4 – International Baccalaureate Mathematical Studies is not accepted for any Management School programme in lieu of GCSE Mathematics, or Higher Level Mathematics where this is a requirement
Irish Leaving Certificate	H1,H1,H2,H2,H2,H3

<b>Your qualification</b>	<b>Requirements</b> <a href="#">About our typical entry requirements</a>
Scottish Higher/Advanced Higher	Scottish Advanced Highers at AAB
Welsh Baccalaureate Advanced	Acceptable at grade A or B alongside 2 A levels at AB or AA
Access	45 credits at Distinction in graded level 3 units in a Business/Humanities/Social Science subject
International qualifications	<p>Many countries have a different education system to that of the UK, meaning your qualifications may not meet our direct entry requirements. Although there is no direct Foundation Certificate route to this course, completing a Foundation Certificate, such as that offered by the <a href="#">University of Liverpool International College</a>, can guarantee you a place on a number of similar courses which may interest you.</p>

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## ALTERNATIVE ENTRY REQUIREMENTS

- If your qualification isn't listed here, or you're taking a combination of qualifications, [contact us](#) for advice
- Aged 20+ and without formal qualifications? The one-year [Go Higher diploma](#) qualifies you to apply for University of Liverpool arts, humanities and social sciences programmes
- [Applications from mature students](#) are welcome.

**THE ORIGINAL**

**REDBRICK**

