

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: [29 January 2025](#)
- Starts: 22 September 2025

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.

It is an exciting time to join us, our Business, Management and Marketing programmes are ranked 14th from 118 providers (up 10 places from last year), for Times Good University Guide 2025. We are ranked 18th (up from 29th last year) for our Business and Management programmes, for Guardian University Guide 2025 and we outperformed the sector in 6/7 question themes for NSS 2024.

*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.

Course content

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

YEAR ONE

In year one, semester two students must choose one optional module: EBUS102 or a language option. (If you wish to choose a language, please contact the [Open Languages team](#) directly and they will make sure you are on the correct level of study).

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.

INTRODUCTION TO ACCOUNTING AND FINANCE (NON-SPECIALIST) (ACF1107)

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.

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.

STATISTICAL FOUNDATIONS OF BUSINESS ANALYTICS (ECON154)

Credits: 15 / Semester: semester 2

The purpose of the module is to introduce business analytics to the non-specialist. The course aims to provide a broad understanding of descriptive, prescriptive, and predictive techniques in business analytics. It will also provide students with the ability to derive and understand a variety of graphs and statistical models which can be produced in Excel, and which provide a means for managers to make intelligent use of analytics for management, operations, and business decision-making.

FUNDAMENTALS OF INTERNATIONAL BUSINESS (MKIB101)

Credits: 15 / Semester: semester 1

This module introduces students to the key issues of International Business (IB). This includes key international business theories as well as relevant issues in the international economic and political context, ranging from international trade to foreign direct investment and regional economic and political integration. 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.

PROFESSIONAL SKILLS AND PLACEMENT PREPARATION (MKIB170)

Credits: 15 / Semester: semester 2

This module aims to introduce students to the professional skills they will require during their university studies and future career paths. This module will also prepare students for a year in industry/placement/internship by providing them with an understanding of the skills required to secure a work placement and gain the most from their placement experience. It will also provide students with the opportunity to acquire, develop and apply desired professional skills.

OPTIONAL MODULES

PRINCIPLES IN OPERATIONS MANAGEMENT (EBUS102)

Credits: 15 / Semester: semester 2

This is an introductory module to the role operations management plays in business. The key principles of operations management will be explained. This will be done via a journey through the organisation from customer demand to suppliers' delivery to the company. Plenty of practical examples will be used and students will have the opportunity to understand the operational challenges in practice. Besides the subject knowledge students will participate in a number of seminars to better understand how different functions of operations could affect the performance of an organisation.

Any optional modules listed above are illustrative only and may vary from year to year. Modules may be subject to minimum student numbers being achieved and staff availability. This means that the availability of specific optional modules cannot be guaranteed.

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, semester one and two, students must choose one optional module: a Management School module or a language option. (If you wish to choose a language, please contact the [Open Languages team](#) directly and they will make sure you are on the correct level of study).

COMPULSORY MODULES

BUSINESS ANALYTICS AND DIGITAL TOOLS (MKIB216)

Credits: 15 / Semester: semester 1

As the digital landscape evolves globally, widespread use of digital data is reshaping businesses, guiding research, and influencing policies. We have witnessed businesses harnessing 'big data' to counter the effects of COVID-19 on their supply chains, the utilization of satellite imagery with 'deep learning' to pinpoint areas of extreme poverty, and the deployment of mobile data to track disease outbreaks like malaria and Ebola. Moreover, social media analytics have played pivotal roles in improving disaster responses. As the world progresses towards a digital-intensive era, it is important for students to possess the necessary data analytical skills allowing them to engage with groundbreaking academic research and policy developments in international business. This module aims to acquaint students with the opportunities and challenges that participate to data-driven approaches in international business and equip them with the skills that will enable them to harness modern technological tools with the view to become future global business trailblazers.

INTERNATIONAL DEVELOPMENT (MKIB261)

Credits: 15 / Semester: semester 2

This course provides a comprehensive understanding of the intertwined concepts of capitalism and international development in the global economy. The module is divided into 2 parts; (1) international development of developed economies and (2) international development of developing and emerging economies. Capitalism has played a significant role in international development- however, this has generated positive and negative effects. On one hand, we see how capitalism has led to substantial economic growth and better standards of life in countries that are now developed. On the other hand, capitalism is also associated with the increase in inequality and other societal and environmental issues.

The module will enable an in-depth analysis of the central issues associated with the economics and policies of international development and will provide an insight into problems, challenges and recent trends in international development as well as identify future policy directions.

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.

INTRODUCTION TO STRATEGIC MANAGEMENT (MKIB217)

Credits: 15 / Semester: semester 1

This is a very stimulating and interesting module for second year International Business students. It is generally recognised that an organisation's chances to succeed increase when companies are managed by developing a high-quality strategic plan that is executed carefully and efficiently. This module is focused on business-level strategy and plans to introduce students to the strategy development process and to the decision-making process managers engage with during the strategy development.

MULTINATIONAL CORPORATIONS AND GLOBAL INSTITUTIONS (MKIB218)

Credits: 15 / Semester: semester 1

This module is designed to equip students with a comprehensive understanding of Multinational Corporations (MNCs) and the intricate dynamics involved in managing operations across multiple countries in an increasingly interconnected world. The emphasis lies in delving into the reasons behind companies transitioning into MNCs and examining the fundamental activities and strategic decisions that define the global operations of MNCs. This encompasses cultivating non-location-bound Firm-Specific Advantages, orchestrating organizational capabilities to manage global value chains and the relationship between headquarters and subsidiaries. Furthermore, the module explores the dynamic interplay between MNCs and their home and host country institutional contexts. Home country institutions significantly shape the foundation and operations of MNCs, influencing their strategies, governance structures, and overall behaviour, impacting an MNCs global competitiveness. Host country institutions shape MNCs' interactions with local markets, influencing adaptation strategies, and determining the extent of institutional embeddedness, ultimately affecting the success or challenges faced by MNCs in foreign host countries. Through analysing academic literature focused on MNCs and international business strategy, coupled with exploring recent global trends and developments, students will be encouraged to form and express their perspectives in a structured and convincing manner.

BUSINESS ETHICS, RESPONSIBLE BUSINESS AND SUSTAINABILITY (MKIB219)

Credits: 15 / Semester: semester 2

This module is designed to establish students' comprehensive understanding of concepts and theories in business ethics, responsible business and sustainability in a global context, and thereby able to 1) discuss evidence of how multinational corporations can be both the problem and the solution for social and environmental problems in society, and 2) analyse how stakeholders and the institutional dynamics at home and host country shape the sustainability performance of multinational corporations .

During the lectures, students will be introduced to concepts and theories in business ethics, responsible business, and sustainability, such as ethical dilemma, the straw man approach to business ethics , corporate social responsibility (CSR), corporate sustainability performance (CSP), the triple bottom line, environmental social and governance (ESG) matrix, equality diversity and inclusion (EDI), pollution halo, pollution haven, Porter hypothesis, shareholder value theory, stakeholder theory, institutional theory.

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.

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 oriented 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.

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.

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.

Any optional modules listed above are illustrative only and may vary from year to year. Modules may be subject to minimum student numbers being achieved and staff availability. This means that the availability of specific optional modules cannot be guaranteed.

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.

Any optional modules listed above are illustrative only and may vary from year to year. Modules may be subject to minimum student numbers being achieved and staff availability. This means that the availability of specific optional modules cannot be guaranteed.

YEAR FOUR

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.

In year four, semester one and two, students must take two optional modules. Please note, no more than one language option can be taken. (If you wish to choose a language, please contact the [Open Languages team](#) directly and they will make sure you are on the correct level of study).

Students must take either MKIB306 or MKIB336. These are both 30 credit modules that span over semester one and semester two.

COMPULSORY MODULES

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.

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.

INTERNATIONAL BUSINESS DISSERTATION (MKIB336)

Credits: 30 / Semester: whole session

The independent study module (i.e Dissertation) 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.

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.

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.

INTERNATIONAL BUSINESS CONSULTANCY PROJECT (MKIB306)

Credits: 30 / Semester: whole session

This module aims to enable students to understand how management consulting projects are led and delivered in real life. Moreover it enables students to understand how international business knowledge taught in other parts of their programme of study can be combined, synthesised and applied to a practical real-life situation. This module also aims to enhance students' employability skills and future career prospects.

ISSUES IN DEVELOPMENT FINANCE (ACFI317)

Credits: 15 / Semester: semester 1

This module will provide an advanced, albeit non-technical, critical understanding for students with a variety of academic backgrounds of a number of current issues faced by both academics and practitioners in the area of finance for development. These will include, for example, trying to answer the question of whether foreign aid works, the impact of multinational firms upon the economy of host countries, the evolving roles of the IMF and World Bank and whether microcredit really provides a "silver bullet" solution to poverty. The module will also cover the main principles of Islamic Finance. This a very strongly research-led module. Finally, the module will have a developmental form of assessment in the form of a research-based proposal for a new textbook that will allow students to revisit the knowledge they have acquired in the module from a perspective of their choice like, for instance, de-colonisation of the curriculum, sustainability, environment, fintech, financial inclusion, gender.

CORPORATE COMMUNICATIONS (MKIB372)

Credits: 15 / Semester: semester 1

The Corporate Communications module seeks to raise awareness of the importance of language and communication in business and management contexts. Students will develop a deep understanding of internal and external communications and how integrated communications serve to benefit organisations. Within the module students need to be prepared to develop a number of transferable skills. Importantly, students will need to undertake both independent research and apply communication, marketing and sociolinguistic theory to the business environment. Assessment is via an individual written report and the production of a group presentation.

BUSINESS IN EMERGING MARKETS (MKIB369)

Credits: 15 / Semester: semester 2

This module focuses on the business environment and practices in emerging markets, including the range from micro- small and medium-sized enterprises ('MSMEs') to multinational enterprises ('MNEs') based in these countries.

PSYCHOLOGICAL APPROACHES TO DECISION-MAKING (ULMS351)

Credits: 15 / Semester: semester 1

All decisions involving uncertainty run the risk of failure. This module examines why people and organizations sometimes make unwise decisions and how to make better decisions.

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.

SUSTAINABLE SUPPLY CHAIN MANAGEMENT (EBUS306)

Credits: 15 / Semester: semester 1

The management of sustainable supply chains is key to the operations of modern organisations. The need to be competitive, reach new markets, source new goods and raw materials have all been key contributors to the development of supply chains as a function. It has become clear that competitive advantage and customer satisfaction can be gained if all organisations in the chain work together to improve service and reduce cost. Modern day supply chain management also has a focus on sustainability, as the supply chain is a key area when improvements can be made. The module provides the student with comprehensive understanding of key principles and techniques of supply chain management including topics such as inventory management, materials and capacity management, supply chain partnerships and IT. There is a growing pressure from society to improve the sustainability of supply chains in order to help reduce the environmental impact of business so sustainability will be a core focus throughout the module.

Any optional modules listed above are illustrative only and may vary from year to year. Modules may be subject to minimum student numbers being achieved and staff availability. This means that the availability of specific optional modules cannot be guaranteed.

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.

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.

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

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)	
Full-time place, per year	£9,535
Year in industry fee	£1,850

International fees	
Full-time place, per year	£25,000
Year in industry fee	£1,850

The UK full-time tuition fee and international course fee shown are correct for 2025/26 entry. We are currently awaiting confirmation of whether the year in industry fees will change, so the fees shown are for 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](#)

[fees and funding](#).

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.

SCHOLARSHIPS AND BURSARIES

We offer a range of scholarships and bursaries that could help pay your tuition and living expenses.

We've set the country or region your qualifications are from as United Kingdom. [Change it here](#)

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UNDERGRADUATE GLOBAL ADVANCEMENT SCHOLARSHIP

- [International students](#)

[If you're a high-achieving international student starting an undergraduate degree with us from September 2024, you could be eligible to receive a fee discount of up to £5,000. You'll need to achieve grades equivalent to AAA in A levels. Most of our undergraduate degrees are eligible, with the exception of clinical programmes in Medicine and Dental Surgery.](#)

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THE LIVERPOOL BURSARY

- [Home students](#)

[If you're a UK student joining an undergraduate degree and have a household income below £35,000, you could be eligible for a Liverpool Bursary worth up to £2,000 for each year of undergraduate study.](#)

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ASYLUM SEEKERS SCHOLARSHIP

- [Home students](#)

[Apply for an Asylum Seekers Scholarship and you could have your tuition fees paid in full and receive help with study costs. You'll need to have applied for asylum in the UK, or be the dependant of an asylum seeker, and be joining an eligible undergraduate degree.](#)

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CARE LEAVERS' OPPORTUNITY BURSARY

- [Home students](#)

[If you've spent 13 or more weeks in Local Authority care since age 14, you could be eligible for a bursary of £3,000 per year of study. You'll need to be a UK student joining an eligible](#)

[undergraduate degree and be aged 28 or above on 1 September in the year you start.](#)

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COWRIE FOUNDATION SCHOLARSHIP

◦ [Home students](#)

[Are you a UK student with a Black African or Caribbean heritage and a household income of £25,000 or less? You could be eligible to apply for a Cowrie Foundation Scholarship worth up to £8,000 for each year of undergraduate study.](#)

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ESTRANGED STUDENTS BURSARY

◦ [Home students](#)

[If you're a UK student identified as estranged by Student Finance England \(or the equivalent UK funding body\), you could be eligible for a bursary of £1,000 for each year of undergraduate study.](#)

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GENESYS LIFE SCIENCES SCHOLARSHIP

◦ [Home students](#)

[Joining a School of Biosciences degree and have a household income of less than £25,000? If you're a UK student, you could apply to receive £4,500 per year for three years of your undergraduate course.](#)

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GRADUATE ASSOCIATION HONG KONG & TUNG UNDERGRADUATE SCHOLARSHIPS

◦ [International students](#)

◦ [Hong Kong](#)

[If you're an undergraduate student from Hong Kong who can demonstrate academic excellence, you may be eligible to apply for a scholarship worth £10,000 in partnership with the Tung Foundation.](#)

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KAPLAN DIGITAL PATHWAYS EXCELLENCE SCHOLARSHIP

◦ [International students](#)

[Completed a Kaplan Digital Pathways Foundation Certificate? We're offering a £5,000 fee discount off the first year of undergraduate study for a maximum of two high achieving students joining one of our non-clinical degrees from an online Kaplan Foundation Certificate.](#)

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NOLAN SCHOLARSHIPS

◦ [Home students](#)

[Do you live in the Liverpool City Region with a household income of £25,000 or less? Did neither of your parents attend University? You could be eligible to apply for a Nolan Scholarship worth £5,000 per year for three years of undergraduate study.](#)

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RIGBY ENTERPRISE AWARD

- [Home students](#)

[Are you a UK student with a household income of £25,000 or less? If you've participated in an eligible outreach programme, you could be eligible to apply for a Rigby Enterprise Award worth £5,000 per year for three years of your undergraduate degree.](#)

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ROLABOTIC SCHOLARSHIP

- [Home students](#)

[Are you a UK student with a household income of £25,000 or less? Did neither of your parents attend University? You could be eligible to apply for a ROLABOTIC Scholarship worth £4,500 for each year of your undergraduate degree.](#)

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SPORT LIVERPOOL PERFORMANCE PROGRAMME

- [Home and international students](#)

[Apply to receive tailored training support to enhance your sporting performance. Our athlete support package includes a range of benefits, from bespoke strength and conditioning training to physiotherapy sessions and one-to-one nutritional advice.](#)

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TECHNETIX BROADHURST ENGINEERING SCHOLARSHIP

- [Home students](#)

[Joining a degree in the School of Electrical Engineering, Electronics and Computer Science? If you're a UK student with household income below £25,000, you could be eligible to apply for £5,000 a year for three years of study. Two awards will be available per academic year.](#)

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UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE EXCELLENCE SCHOLARSHIP

- [International students](#)

[Completed a Foundation Certificate at University of Liverpool International College \(UoLIC\)? We're offering a £5,000 fee discount off the first year of undergraduate study to some of the highest achieving students joining one of our non-clinical degrees from UoLIC.](#)

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UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE FIRST CLASS SCHOLARSHIP

- [International students](#)

[We're offering a £1,000 fee discount for years 2 and 3 of undergraduate study to eligible students progressing from University of Liverpool International College. You'll need to be studying a non-clinical subject and get an average of 70% or above in year 1 of your degree.](#)

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UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE IMPACT PROGRESSION SCHOLARSHIPS

- International students

If you're a University of Liverpool International College student awarded a Kaplan Impact Scholarship, we'll also consider you for an Impact Progression Scholarship. If selected, you'll receive a £3,000 fee discount off the first year of your undergraduate degree.

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YOUNG ADULT CARER'S (YAC) BURSARY

- Home students

If you're a young adult and a registered carer in the UK, you might be eligible for a £1,000 bursary for each year of study. You'll need to be aged 18-25 on 1 September in the year you start your undergraduate degree.

Entry requirements

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

Your qualification	Requirements About our typical entry requirements
A levels	AAB You may automatically qualify for reduced entry requirements through our contextual offers scheme .
GCSE	GCSE Mathematics at grade 5/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 contact us for details.
BTEC Level 3 National Extended Diploma	D*D*D BTEC qualifications must be in a Business related subject: <ul style="list-style-type: none">• Applied Law• Applied Psychology• Business• Business, Accounting and Finance• Computing• Creative Digital Media Production• Engineering• Enterprise and Entrepreneurship• Health and Social Care• Hospitality• Information Communications Technology• Information Technology• Media• Public Services• Strategic Management and Leadership• Travel and Tourism

Your qualification	Requirements About our typical entry requirements
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
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 University of Liverpool International College, can guarantee you a place on a number of similar courses which may interest you.</p>

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