

This booklet contains a list of all the modules that are likely to be available to visiting study abroad students studying at the University of Liverpool Management School for academic year 2021-2022. 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 applying to undertake a particular module.

Students should take a maximum credit load of 60 University of Liverpool credits per semester (this is usually 4 modules) (30 ECTS credits). Each ULMS module is equivalent to 15 University of Liverpool credits (7.5 ECTS credits). The minimum credit load per semester is 45 University of Liverpool credits (usually 3 modules). Students are encouraged to select and be pre-approved for more than the 60 credit maximum so that any timetable clashes can be dealt with quickly. If students wish to change modules, they can do so in the first two weeks of each semester but must seek additional approval from their home institution. All modules are at undergraduate level. Postgraduate modules are only available with prior agreement.

It is vital that students have completed the necessary pre-requisite study for each module that they apply for, otherwise they may find the modules difficult when they arrive. If the student's transcript does not suggest they have completed the appropriate pre-requisites, they will not be allowed to take that module or will be contacted for further information or an alternative module 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. Students who are not majoring in a business-related subject will only be able to select up to two modules per semester from the Management School. 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. Students should be aware that the scheduling of the lecture timetables, which is confirmed at the beginning of September, may also prevent them from taking certain modules. Should any modules be unavailable, students will have the opportunity to register for alternative modules in the first two weeks of the semester.

If you have any queries about the modules listed in this booklet, please contact the Management School's Study Abroad Officer via [ULMSStudyAbroad@Liverpool.ac.uk](mailto:ULMSStudyAbroad@Liverpool.ac.uk).

**AVAILABLE MODULES IN SEMESTER ONE (SEPTEMBER – JANUARY)**

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.

Code	Title	Level	Descriptor	Pre-Requisite Study
ACFI101	Introduction to Financial Accounting	1	This module aims to develop a sound understanding of the fundamental principles and techniques of financial accounting. The context and purpose of financial statements is introduced, after which students are introduced to the techniques of recording financial transactions, adjusting financial records and preparing basic financial statements	None
ACFI201	Financial Reporting 1	2	This module develops students' knowledge from first year study by introducing more complex accounting standards which enables them to prepare complete single entity financial statements or extracts thereof. The module introduces accounting concepts and ethical issues and begins to develop students critical thinking in this area.	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)
ACFI204	Financial Management	2	The module aims to introduce students to the modern theory of finance and financial management. Theoretical concepts like the net present value, decision making under uncertainty, portfolio selection and the capital asset pricing model are introduced.	Level one study of management accounting and/or finance concepts and principles. Students should have studied quantitative methods to level one.
ACFI205	Financial Management for Business	2	The aim of this module is to provide students with a fundamental understanding of projected financial statements, time value for money, risk versus return and basic aspects of market efficiency with some elements of theoretical and empirical evidences in the topics considered.	An understanding of the basic principles of financial accounting, costings and the use of budgets in an organisation. <b>This module is not suitable for students who major in Accounting and/or Finance.</b>
ACFI210	Audit and Assurance	2	This module examines the regulatory framework within which the statutory audit in the UK operates. It covers key elements of International Standards on Auditing with respect to planning, control, evidence and reporting.	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).
ACFI213	Corporate financial Management	2	The module aims to introduce students to the modern theory of finance and financial management. Theoretical concepts like the net present value, decision making under uncertainty, dividend valuation, bond pricing, portfolio theory, asset pricing, futures and options are introduced. In all cases numerical examples, using real market data.	An understanding of the basic finance concepts and principles of financial accounting. Students should also have studied quantitative methods to level one.

ACFI260	International Finance (non-specialist)	2	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.	None.
ACFI290	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.
ACFI303	Advanced Management Accounting	3	The Management Accountant is the co-pilot to the CEO piloting the business, and Management Accounting supports the decisions that drive business success. This module will help you to critically evaluate current practices in Management Accounting, giving you real world insights into current areas of practice which challenge the managers of today.	Students must have prior study of Financial Management and Management Accounting
ACFI304	Business Finance	3	The module aims to provide students with a fundamental understanding of the core theoretical and empirical aspects involved in corporate finance; (such as bond/stock valuation, capital structure, dividend policy and leasing contracts).	An understanding of the modern theory of finance and financial management, including concepts such as capital asset pricing and portfolio management.
ACFI307	Management Accounting for Business	3	This module builds on basic management accounting methods 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	An understanding of the structure and contents of the key financial statements of business organisations.
ACFI309	Financial Reporting 2	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 issues arising from group accounting including fair values, intangibles and impairment.	An understanding of the underlying principles and concepts of financial accounting, and technical proficiency in the use of accounting techniques.

ACFI310	Derivative Securities	3	This course provides an introduction to derivative securities. Alternative derivative securities like forwards, futures, options, and exotic derivative contracts will be discussed. This incorporates detailing the properties of these securities. A key aim is to outline how these assets are valued. The course demonstrates the use of derivatives in arbitrage, hedging and speculation.	Students must have a knowledge of financial management and business finance, as covered in the School's modules ACFI204 and ACFI304.
ACFI317	Issues in Development Finance	3	This module will provide an advanced, non-technical, critical understanding of a number of current issues faced by both academics and practitioners in the area of finance for development. These will include, 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.	Students must have intermediate knowledge of microeconomics and macroeconomics
ACFI319	Financial Crises and Defaults	3	The module will introduce students both to the theoretical arguments and the empirical evidence related to financial crises and defaults. The module will discuss in detail the main aspects of the recent financial crisis including (a) the economic and financial environment in the years just before the crisis, (b) the causes of the crisis and (c) the action taken by policy-makers to deal with the crisis.	Student must have prior study of macroeconomics

<b>AVAILABLE MODULES IN SEMESTER ONE (SEPTEMBER – JANUARY)</b>				
Please note that these modules are most appropriate for students majoring in General Business at their home university, subject to having completed the pre-requisite study.				
<b>E-BUSINESS AND OPERATIONS MANAGEMENT MODULES – SEMESTER ONE</b>				
Code	Title	Level	Descriptor	Pre-Requisite Study
EBUS209	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.
EBUS306	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, inventory management, partnerships and information technology.	Must have studied operations management previously.

**AVAILABLE MODULES IN SEMESTER ONE (SEPTEMBER – JANUARY)**

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

Code	Title	Level	Descriptor	Pre-Requisite Study
ECON127	ECONOMIC PRINCIPLES FOR BUSINESS AND MARKETS	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 (both national and international) face on a day-to-day basis.	None
ECON159	GLOBAL ECONOMIC & BUSINESS ENVIRONMENT	1	This module considers the changing nature of the world economy and economic globalization, examining the role of transnational corporations, states and other organizations, labour, consumption and the complex relations between them that are transforming the global economy through the operation of transnational corporations and global production networks, and the actions of states, interest groups and technology in facilitating this shift.	None
ECON212	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.
ECON221	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.	Students must have completed an introductory microeconomics module. <b>This module cannot be taken with ECON254 or ECON227.</b>
ECON223	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.	Students must have completed an introductory macroeconomics module. <b>This module cannot be taken with ECON254.</b>
ECON227	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. <b>This module cannot be taken with ECON221.</b>
ECON233	Introductory econometrics for business and economics	2	This module introduces students to econometrics and its application to problem solving and decision making within an economics and business context. Initially, students will be shown the theory behind the econometric techniques followed by teaching of their application to real data sets.	Must have completed an introductory microeconomics module and have experience of Mathematics / statistics

ECON250	Alternative Perspectives in Economics	2	This unit provides an introduction to alternative ideas in economics. It provides the students with a knowledge of the debates between the different schools of thought, and also leads to a deeper understanding of mainstream views, and of the discipline of economics as a whole.	Students must have completed introductory modules in microeconomics and macroeconomics.
ECON254	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 international markets.	None. This module cannot be taken with ECON221, ECON223 or ECON233.
ECON308	Quantitative 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 financial assets and state contingent claims, and forecasting asset returns and volatility from historical data.	Students must have studied basic econometrics and mathematics for economics.
ECON312	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.
ECON322	Game Theoretical Approaches to Microeconomics	3	The objective of this module is to provide an introduction to Game Theory. This is the study of strategic interactions i.e. situations where outcomes depend not only on our own actions but also on how others react to our actions. This module complements those in core macro and microeconomics and offers more insight into strategic business decisions and competitive behaviour in general	Students must have an understanding of mathematics and statistics and their application to the study of economics.
ECON335	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.
ECON342	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.

ECON354	International Economic Relations	3	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.	Students must have completed studies equivalent to the Management School's module ECON254. This module is usually taken by students majoring in Business.
ECON362	Creative Sector Economics	3	The creative sector of the economy rivals the financial services sector in size in the UK. This module first provides context for the sector in both the UK and globally. It then explores the application and development of economic theory in a sector which is often characterised by 'non-standard' markets (i.e. markets where neoclassical microeconomic assumptions may not hold)	Students must have an understanding of major principles of microeconomics including consumer theory, producer theory, and general equilibrium.

<b>AVAILABLE MODULES IN SEMESTER ONE (SEPTEMBER – JANUARY)</b>				
Please note that these modules are most appropriate for students majoring in General Management, International Business and Marketing at their home university, subject to having completed the pre-requisite study.				
Code	Title	Level	Descriptor	Pre-Requisite Study
MKIB153	Fundamentals of Marketing	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	None
MKIB230	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.	Must have studied an introductory marketing module previously.
MKIB250	European Union and Business	2	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.	Students must have prior study of an introductory international business related module
MKIB365	Digital Marketing	3	This module looks at what has happened to the role of marketers in light of developments in digital marketing and takes a cultural perspective on the digital environment and relates it back to modern marketing practice	Students must have studied an introduction to fundamental principles of marketing

MKIB367	Events Management	3	The module provides a context for business subjects already studied (e.g. marketing) and incorporates additional subjects, for example project management, quality management, law and planning. It also provides an analysis of the market in which the sector operates. The emphasis is on practical skills and the module draws on relevant theory	Students must have studied an introductory marketing module.
ULMS151	Organisations and Management	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	None
ULMS207	Principles of People Management	2	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.	Students must have prior study of an introductory human resource management, marketing and finance
ULMS259	Innovation and Entrepreneurship	2	Innovation and entrepreneurship draws 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.	Student must have a prior study of Management related module
ULMS351	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.
PHIL271	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

## Semester Two Modules

<b>AVAILABLE MODULES IN SEMESTER TWO (JANUARY – MAY)</b>				
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.				
<b>Code</b>	<b>Title</b>	<b>Level</b>	<b>Descriptor</b>	<b>Pre-Requisite Study</b>
ACFI103	Introduction to Finance	1	This module introduces students to fundamental concepts in finance by covering basic logical and rational analytical tools that underpin financial decisions. The course covers topics such as the structure of firms and time value of money. Building on these notions, we then discuss the valuation of simple securities such as bonds and equities. The course also introduces students to project appraisal techniques.	None
ACFI202	Accounting Theory	2	The module aims to increase students' knowledge of the theory of accounting and its relevance to the study of accounting practice. Topics covered are the market for accounting information; processes and effects of regulating financial reporting; the incentives which drive managers' choices of alternative accounting policies; capital markets' response to accounting information, and to explore the critical perspectives of accounting and consider selected issues in financial reporting.	Must have studied financial reporting and have an understanding of international accounting standards.
ACFI203	Management Accounting	2	The aim of the module is to build on the basic management accounting methods seen in the first year through coverage of a range of further techniques that aid costing, decision-making, planning and control. Themes relating to the impact of internal accounting systems on managerial motivation and incentives will also be introduced.	Must have prior study of management accounting. This module is usually taken by students who major in Accounting.
ACFI211	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
ACFI212	Tax Compliance	2	The module covers the general UK taxation system and introduces students to the relevant taxes in the UK system. The module explains the general objectives of tax, the influences upon the UK system of tax and the different types of tax in the UK. It discusses the ethical issues arising in the course of performing tax work and identifies the obligations the UK system of tax imposes on taxpayers and the implications for taxpayers of non-compliance. This module is only available to students who major in Accounting at their home University.	Must have studied financial accounting.
ACFI301	Advanced Auditing	3	Students will cover key elements of auditing standards and practice, with reference to the regulatory framework 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.
ACFI302	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.	Must have studied an equivalent to the Management School's ACFI201 Financial Reporting 1 module.
ACFI311	Behavioural Finance	3	Behavioural finance attempts to explain several widely cited market phenomena (including e.g. excess volatility, overreaction, bubbles and crises) by drawing on concepts and principles from psychology and their applications in investors' behaviour.	None (this module is normally taken by students on final year Economics)
ACFI312	Business Strategy	3	Students will develop an understanding of how businesses develop and implement strategy.	Must have studied financial accounting and management accounting prior to taking this module. The module is only available to students majoring in Accounting at their home university.
ACFI320	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.	Should have studied modules in accounting or management economics prior to taking this module.
ACFI321	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.	Should have studied financial management prior to taking this module.
ACFI322	The Price of Football	3	This module aims to give students an understanding of how financial transactions have an impact on football clubs, and the integration of finance into the success or otherwise of 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	Should have studied an introductory module in finance and accounting. Please note this module content may change before Sept 2021
ACFI342	Financial Risk Management	3	This module covers both the internal aspects of financial institutions and the external factors that affect the investment arena and modern financial markets in general.	Should have studied a module equivalent to the Management School's ACFI304 Business Finance.

**AVAILABLE MODULES IN SEMESTER TWO (JANUARY – MAY)**

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

<b>Code</b>	<b>Title</b>	<b>Level</b>	<b>Descriptor</b>	<b>Pre-Requisite Study</b>
ECON154	Business Statistics	1	The purpose of the module is to provide an introduction to business statistics for the non-specialist. The course aims to provide a broad understanding of the nature of variability and why it is an issue for managers. It will also provide students with the ability to derive and understand a variety of graphs and statistics which can be produced in Excel and which provide a means for managers to make intelligent use of statistics in the process of management and decision-making.	None
ECON211	Mathematical Economics 2	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.
ECON213	Econometrics 2	2	This module builds on students' existing study of econometrics by extending the treatment of regression to the multiple regression model.	Must have studied an Econometrics syllabus similar to ECON212.
ECON222	Microeconomics 2	2	This module aims to introduce students to three topics in microeconomic theory: game theory, asymmetric information and welfare economics.	Must have studied the areas covered in ECON221 Microeconomics 1 or ECON227 Microeconomics for Business Economics before taking this module.
ECON224	Macroeconomics 2	2	The aim of this module is to further extend the study of macroeconomic theory at the intermediate level by analysing business-cycle fluctuations in closed and open economies using the real business cycle model and also the new Keynesian model that are based on microeconomic foundation.	Must have studied the areas covered in ECON223 Macroeconomics 1 before taking this module.
ECON234	Management Economics 2	2	The module explores the main theoretical perspectives that are used in economics to explain the behaviour of firms. It relates the perspectives to models which managers have found useful in understanding and solving their practical problems	Must have studied the areas covered in ECON233 Management Economics 1 before taking this module.
ECON241	Securities Markets	2	This module seeks to provide students with an understanding of the role of securities markets in the global economy. This will be achieved through a presentation of their basic mechanisms and technical features, an explanation of the valuation of certain financial assets and an assessment of the operational and allocative efficiency of the markets.	Must previously have taken an introductory module in microeconomics, macroeconomics or finance.
ECON251	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.	Must have completed an introductory module in Microeconomics and have an understanding of mathematics and statistics and their application to the study of economics.

ECON306	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.	Must have studied basic and intermediate micro and macroeconomics.
ECON311	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.	Must previously have studied an econometrics module equivalent to ECON212 Basic Econometrics 1.
ECON333	Industrial Organisation	3	Industrial organisation is concerned with the economic analysis of firms and industries, with a particular focus on how well consumers (society) are being served by particular industry structures and firm actions. The module incorporates debate between alternative schools of thought.	Must have completed studies equivalent to the Management School's module ECON227. A knowledge of management economics is also helpful.
ECON343	Advanced Macroeconomics	3	This module is designed for Economics students who wish to advance further their understanding of modern macroeconomic analysis. The module considers a number of macroeconomics topics at a more advanced level and in greater depth.	Must have studied intermediate macroeconomics before taking this module. It is normally taken by students majoring in Economics.
ECON360	Law and Economics	3	This course does not require prior knowledge of the law, nor is its objective to teach students about the law. The main objective is to show students how they can apply the tools of economic analysis to understand the basic structure and function of the law. The course focuses on the core common law areas of torts, contracts, and property, along with a discussion of the litigation process, the economics of crime, and antitrust law.	Must have studied intermediate microeconomics and macroeconomics.

<b>AVAILABLE MODULES IN SEMESTER TWO (JANUARY – MAY)</b>				
Please note that these modules are most appropriate for students majoring in General Management, Marketing and International Business at their home university, subject to having completed the pre-requisite study				
Code	Title	Level	Descriptor	Pre-Requisite Study
EBUS102	Principles in Operations Management	1	This is an introductory module to the role operations management plays in business. A brief history of operations management will be discussed and the key principles of operations management will be explained	None
MKIB155	Consumer Behaviour	1	This module provides students with the opportunity to learn about how and why consumers and organisations select and buy services and the implications for marketing practitioners.	None

MKIB225	Business in the Global Economy	2	This module provides a basic knowledge of how businesses operate internationally and their changing context. An understanding of transnational production in a holistic sense is key, including questions of power and ethics. Topics covered include explaining how international business operate, the (current) international economic order, that is the international context of business activity, the relationship between transnational corporations and international organisations, states, labour, social movements, etc	Must have prior study of international business and an introductory marketing module. This module cannot be taken alongside MKIB 253.
MKIB240	International Business Law	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	None
MKIB253	International Management	2	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.	Must previously have studied an introductory module in international business. This module cannot be taken alongside MKIB 225.
MKIB255	Services Marketing	2	This module focuses upon ways in which services marketing is distinct from tangible goods marketing, highlighting a range of concepts and frameworks to highlight such distinctions.	Students must have studied an introductory marketing module previously.
MKIB256	Market Research	2	This module aims to develop an understanding of the need for, and place of, market research in supporting marketing decisions; develop a practical and applied understanding of developments of market research, and an appreciation of its strengths and weaknesses;	Must have studied an introductory marketing module previously.
MKIB261	International Development	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.	Must previously have studied an introductory module in international business. If you have not studied international business before, you must take this module alongside MKIB225.
MKIB355	Marketing and Society	3	This course develops 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. Topics examine the historical development of marketing thought and theory, as well as contemporary issues, alternative perspectives, and critical insights.	Must have studied a range of marketing-oriented modules previously. This module is only available to students who major in Marketing

**AVAILABLE MODULES IN SEMESTER TWO (JANUARY – MAY)**

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

<b>Code</b>	<b>Title</b>	<b>Level</b>	<b>Descriptor</b>	<b>Pre-Requisite Study</b>
ULMS202	Business & Employment Law	2	This module introduces 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.	Must have studied an introductory management and human resource management module.
ULMS205	Government & Business	2	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.	None
ULMS217	Sales & Negotiation	2	Many people must be able to sell effectively; selling ideas, selling business plans to partners or investors, influencing stakeholders, gaining commitment from others, identifying the needs of others, building professional relationships and trust.	Must have prior study of entrepreneurship
ULMS226	Diversity Management	2	This module provides an overview of what workforce diversity is and its relevance and usefulness in improving the understanding and management of people at work. Issues covered: as gender, age, ethnicity, disability, sexual orientation and intersectional identities	Must have previously studied an introductory management module.
ULMS266	Leadership & 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.	Must have studied an introductory module in human resource management equivalent to ULMS157.
ULMS268	Identity, Culture & Organisation	2	Identity and culture 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. Students are encouraged to investigate culture and identity in contemporary films, fictional narratives and social media, as well as in the academic literature.	None
ULMS353	Strategic Management & 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.	Must have studied an introductory module to management.
ULMS370	The Football Business	2	Students will develop their knowledge and understanding of the key issues surrounding the contemporary football business and associated industries.	None
PHIL270	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