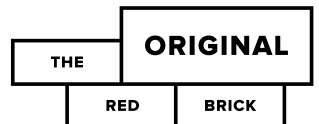




UNIVERSITY OF
LIVERPOOL

Management School

2+2



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Why choose the 2+2 at the University of Liverpool?

Our story began in 1881 . . .The University of Liverpool became one of the first civic universities. **The original redbrick.**

Nearly 140 years later, we are still as original as ever - offering different viewpoints and daring ideas. Unique perspectives and a city bursting with character. We are uncovering world firsts through our pioneering research and helping you to forge your own original path to success. Studying in Liverpool will provide you with an amazing, life-changing university experience that will help you to achieve your ambitions.

Internationally recognised

- Ranked 163 in the Times Higher Education (THE) World University Rankings (2021)
- Ranked 181 in the QS World University Rankings (2021)
- Ranked 101-150 in the Academic Ranking World Universities (2021)
- 20th in the UK for research power with 7 subjects ranked in the top 10 in the UK's Research Excellence Framework (both Chemistry and Computer Science ranked #1 in the UK for 4* & 3* research THE 2014).

Benefits of studying in the UK

- Develop communication skills, flexibility, adaptability, empathy and a global outlook – attributes which are highly sought by employers
- You may not need to take an IELTS when applying for postgraduate study at some universities in the UK
- Opportunity to explore the UK and Europe.

Graduate outcomes for 2+2 students

- 87% of all 2+2 graduates in Liverpool achieved a 1st or 2:1 upon graduation
- 80% of 2+2 graduates in Liverpool who were in further study after graduating from the University of Liverpool were enrolled in QS Top 100 Universities (DHLE 2020, University of Liverpool analysis of unpublished data)
- One of the top 25 UK universities targeted by leading graduate employers (High Fliers 2020).

Support services

Happy students are successful students. In order to help you achieve your ambitions, the University of Liverpool has a wide range of services to support you throughout your studies, including:

- Academic advisors
- International advice and guidance
- English Language Centre
- Careers Studio
- Student services (Health, Counselling, etc)
- Guild of Students
- Sports and Fitness Centre
- Libraries
- On-campus accommodation.

The university offers great facilities, the 24-hour library, informational Career Centre and the gym. The campus is a very friendly, passionate place with a good balance of studying and socialising.

Siqi Li
2+2 alumna in Communication and Media

The Management School at Liverpool

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard triple-accreditation from AACSB, AMBA and EQUIS, a clear signal that our programmes respond to the needs of business and meet specific standards of excellence. We live by our vision “A globally connected Management School advancing influential knowledge leadership through our transformative research and teaching to better business and society.”

Enhance your employability with our co-curricular programme

With our unique ‘ULMS Extra’ programme you will go beyond the core curriculum and have the opportunity to develop your employability and personal networks by participating in specially designed activities, business societies and business competitions.

Reach your full potential

Our committed Student Support team is available to provide learning and development opportunities such as study skills sessions, placement advice, study abroad opportunities and pastoral support to help get the most out of your student life and prepare you for the global workplace.

Benefit from our range of industry links and research expertise

We have outstanding links with private and public sector organisations, as well as leading academics conducting cutting-edge research which helps shape our innovative curriculum to ensure that you develop knowledge and skills grounded in the real world.

Take advantage of innovative teaching methodologies

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.

I really love the learning atmosphere at the University of Liverpool. I can say that I like all the teachers whom I have contacted. They treat every student equally and answer their doubts carefully. Not only do they give us professional guidance in academic areas, but they also care about us. I am so grateful!

Mengyu Feng
2+2 alumna in Accounting and Finance

How you learn

The principal forms of teaching are lectures and seminars. Lectures will normally be 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.

How you are assessed

You will be assessed through a combination of coursework and examinations. As well as individual assignments and exams, you may also be assessed on group reports and presentations.

STAFF PROFILE

Professor Nikolaos (Nick) Papageorgiadis

Nick's research on national Intellectual Property (IP) protection and enforcement systems and their effects on the international business strategy of firms, is published in prestigious international academic journals and impacts on the work of patent and IP councillors of firms and policy making organisations globally.

Nick has received teaching excellence awards related to student engagement and technology enhanced learning for delivering international business, business strategy, and intellectual property management to diverse student backgrounds (undergraduates, postgraduates, executives).



Good to know

90.1%

overall student satisfaction for Accounting and Finance BA (Hons), 1st in the Russell Group. (NSS 2021, University of Liverpool analysis of unpublished data).

96%

are employed or in further study within six months of graduating (DLHE 2016/17).

Ranked 1st in Russell Group

for teaching quality and student experience (Times Good University Guide 2021).



We offer accredited programmes.



We offer the chance to study a language.

36 professional accreditations across the Management School recognising excellence in programme content and teaching



Invest in your future

Throughout your degree we develop the 'ULMS graduate' skills including flexibility, problem-solving, commercial awareness and communication, which are highly valued by employers.

Our former students enjoy careers in many professions, including trainee accountant (financial, management and chartered); commodities trader; management consultant; tax assistant; trainee investment manager; business analyst; financial consultant; fundraising manager; human resources officer; advertising executive; marketing executive; digital marketing analyst; strategic development analyst; marketing strategist; sales and marketing manager.

Recent employers of our graduates

- Adidas
- Amazon
- Aon
- BAE Systems
- Baker Tilly
- Bank of America
- Bloomberg LP
- BT
- China Guangfa Bank
- Coca-Cola
- Co-Operative Group
- Deloitte
- Ernst & Young
- GlaxoSmithKline
- Grant Thornton
- Hewlett Packard
- HSBC
- IBM
- Investec
- Jaguar
- Kellogg's
- KPMG
- Land Rover
- Liverpool Football Club
- Lloyds Banking Group
- Microsoft

- NHS
- PepsiCo
- PricewaterhouseCoopers
- Royal Dutch Shell
- Santander
- Shop Direct
- Siemens
- Tesco
- United Utilities.

I believe Liverpool is a great starting point for a student to build their career. Not only is the University of Liverpool highly regarded but it also gives an excellent and balanced education. Both the courses and countless clubs or career development groups at the University of Liverpool provide great support in building not only one's CV, but also relevant workforce skills as well as providing job opportunities. I look forward to working with my peers, professors and career clubs in order to work on my future career.

Leonora Loher
2+2 alumna in International Business

Articulation routes

Accounting and Finance BA (Hons)

Programme in detail

Our BA Accounting and Finance programme has a theoretical and practice-led approach covering the core aspects of accounting and finance including financial accounting, management accounting and finance. It also covers specialist areas such as auditing, taxation and strategy to a level equivalent to the ICAEW professional stage.

Choosing this highly accredited course can give you an advantage in a range of careers including: accountancy (both in practice and in industry), investment banking, asset management and insurance in organisations such as Deloitte, EY, Grant Thornton, KPMG, NHS, PwC, Siemens as well as in the public sector. Some students also pursue further postgraduate study.

With close industry links, excellent teaching, and quality content the programme is accredited by the professional accountancy bodies and receives the maximum number of exemptions available to any university from:

- Institute of Chartered Accountants in England and Wales (ICAEW)
- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accountants (CIMA)
- Chartered Institute of Public Finance Accountants (CIPFA)
- Institute of Chartered Accountants of Scotland (ICAS).

Key modules

Year Two

When you transfer to Liverpool you will start to build upon the foundations you created in your studies at XJTLU and demonstrate an understanding, knowledge and application of accounting and finance concepts and principles across a range of business contexts. With expertise in broader areas of accounting and finance you will also understand key accounting methodology as well as the consequences and ethical impact of decision-making.

You will continue to develop your employability skills and attributes where decision-making is necessary and be able to self-reflect on your strengths and weaknesses. There is also an opportunity to take an optional module to explore an area of business that interests you.

Core modules

- Accounting theory (ACFI202)
- Audit and assurance (ACFI210)
- Business law (ACFI211)
- Financial management (ACFI204)
- Financial reporting I (ACFI201)
- Management accounting (ACFI203)
- Tax compliance (ACFI212).

Selected optional modules

- Business ethics (PHIL271)
- Entrepreneurship (ULMS252)
- Introductory econometrics for business and economics (ECON233)
- Theory of the firm (ECON254).

Final Year

Your final year enables you to demonstrate an understanding of a wide range of the contexts in which accounting and finance operate and the main current techniques and practices used including: financial reporting; managerial accounting; finance; auditing and taxation.

With an understanding of accounting and finance related technical languages and practices, and relevant business software, you will become well-skilled in recording and summarising transactions and economic events, preparing financial statements and analysing business operations.

In addition to being able to understand and critically evaluate contemporary theories and empirical evidence you will have a good understanding of basic concepts, techniques and applications of economics, quantitative methods, law and IT as they relate to Accounting and Finance.

Continued over...

Core modules

- Advanced auditing (ACFI301)
- Advanced management accounting (ACFI303)
- Business finance (ACFI304)
- Business strategy (ACFI312)
- Corporate reporting and analysis (ACFI302)
- Financial reporting II (ACFI309).

Selected optional modules

- Advanced entrepreneurship (ULMS360)
- Advanced taxation (ACFI305)
- Behavioural finance (ACFI311)
- Capital markets (ACFI321)
- Corporate governance (ACFI320)
- Critical perspectives in management (ULMS366)
- Derivative securities (ACFI310)
- Football financial reporting, analysis and valuation (ACFI322)
- Principles of finance with excel (ACFI315)
- The football business (ULMS370)
- The price of football (ACFI322).

The University of Liverpool has various modules which cover many aspects and help me to explore what I really like to study.

Yuxin Fu
2+2 alumna in International Business

Business Management BA (Hons)

Our Business Management BA is a flexible programme which allows you to experience a wide range of management functions and helps develop your personal career path.

You will be taught by academic staff with professional industry experience in a variety of business sectors.

The programme is accredited by CIMA to give you the skills to understand how businesses operate, are managed, create strategies and how people work together.

Programme in detail

The BA Business Management programme provides a thorough grounding in a range of business subjects including entrepreneurship, management, operations and leadership, the chance to work with real businesses and the opportunity to specialise in areas such as marketing, football, finance and events management.

Within the programme, you are introduced to the problems and challenges of the business world and how to solve them. By the final year of the programme, you will have the knowledge, skills, business awareness and confidence to succeed in the wider business world.

Our graduates successfully go on to find a variety of business related careers in organisations such as Jaguar Land Rover, The Co-operative Bank, IBM, Home Office, KPMG, Microsoft, PwC, Santander and a range of smaller companies.

Links with professional bodies

With excellent teaching and quality content the programme is accredited by the Chartered Institute of Management Accountants (CIMA) with full exemptions from their Certificate in Business Accounting and partial exemptions from operational and management level requirements.

Key modules

Year Two

In your second year of study you will build upon the foundations you created in your first year at XJTLU by deepening your knowledge of business and awareness of contemporary business issues. You'll be able to apply your deeper Business Management knowledge to diverse organisational contexts and communicate this in a variety of more advanced quantitative and qualitative techniques.

You will be able to demonstrate the link between entrepreneurship, innovation and business creation from start-ups right up to large multinational organisations. An international dimension to business will also be introduced alongside a specialist law module and a range of optional modules for you to choose from.

Core modules

- Business and employment law (ULMS202)
- Business in the global economy (MKIB225)
- Corporate social responsibility (ULMS251)
- Financial management for business (ACFI205)

- Theory of the firm (ECON254)
- Entrepreneurship (ULMS252)

or

- Innovation and entrepreneurship (ULMS259).

Semester One: choose one of the following:

- Contemporary developments in employment relations (ULMS216)
- International finance (non-specialist) (ACFI260)
- Operations management: tools and techniques (EBUS209)
- Practical methods for problem solving (ULMS215)
- Sustainable forms of enterprise and entrepreneurship (MKIB235).

Semester Two: choose one of the following:

- Diversity management (ULMS226)
- Government and business (ULMS205)
- Identity, culture and organisation (ULMS268)
- International management (MKIB253)
- Leadership and performance management (ULMS266)
- Market research (MKIB256)
- Sales and negotiation (ULMS217)
- Services marketing (MKIB255).

Final Year

Your final year of study consolidates your knowledge and understanding of management through a much greater degree of personal study and research. A range of modules that probe more deeply into contemporary issues allows you to pursue areas of study that interest you and benefit your future career plans.

Upon successful completion of your final year, you will have developed a deep understanding and knowledge of organisations, the external environment in which they operate and how they are managed. You will also have a deep understanding of contemporary changes in the business world such as knowledge management; globalisation and business ethics.

You will graduate with the ability to understand and critically evaluate theory and practice in the core business and management areas of: Human Resource Management; Organisational Behaviour; Marketing; Strategic Management, Accounting and/or Finance; Operations Management; ICT

and the application of economic principles to business.

Core modules

- Becoming a leader (ULMS310)
- Corporate communications (MKIB372)
- Managing knowledge for innovation (ULMS352)
- Strategic management and business policy (ULMS353).

Semester One optional modules: choose two of the following:

- Business analytics and big data management (EBUS305)
- Events management (MKIB367)
- Global strategic management (MKIB 351)
- HRM skills and professional practice (ULMS315)
- International economic relations (ECON354)
- International marketing (MKIB356)
- Issues in development finance (ACFI317)
- Management accounting for business (ACFI307)
- Psychological approaches to decision making (ULMS351)
- Supply chain operations management (EBUS306)
- Tourism (MKIB337)
- The digital business (EBUS301)
- Work experience module (ULMS300).

Semester Two optional modules: choose two of the following:

- Advanced entrepreneurship (ULMS360)*(ULMS252)
- Behavioural finance (ACFI311)
- Contemporary issues in HRM (ULMS364)* (ULMS206)
- Corporate governance (ACFI320)
- Critical perspectives in management (ULMS366)
- Fundraising management (ULMS330)
- Marketing strategy (MKIB363)
- Project management (EBUS308)
- Social enterprise (MKIB301)
- The football business (ULMS370)
- The price of football (ACFI322)

*Has optional module(s) as a pre-requisite

Economics BSc (Hons)

In our Economics BSc, you will be taught the latest economic thinking by highly regarded researchers from around the world.

You will develop specialist analytical skills to understand the complexity behind domestic and international economies.

In Liverpool you will have the opportunity to gain experience using real-time trading information, economic and financial news in our Bloomberg Trading Floor.

Programme in detail

If you are interested in why individuals, companies and governments behave in certain ways and want to develop high level quantitative and analytical skills to succeed in a variety of roles, an Economics degree might interest you.

The BSc Economics programme develops your analytical skills and provides comprehensive training in, and practical application of, the theoretical and quantitative tools used in the study of economics and finance.

You will gain a solid understanding of the current economic and financial issues faced by governments and businesses and the ability to apply econometric models to support these findings in either of our two pathways: Economics or Finance.

Our graduates successfully find careers as analysts, consultants, researchers, traders and other roles in organisations such as Deloitte, GSK, KPMG, NHS, PwC, as well as specialist investment/economic research firms or pursue postgraduate study.

Links with professional bodies

With excellent teaching and quality content the programme is accredited by the Institute of Chartered Accountants in England and Wales (ICAEW), the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA). Exemptions from various examination papers are available upon successful completion of certain modules.

Key modules

Year Two

In your second year of study, you will build upon your studies at XJTLU and be introduced to the study of econometrics, a key area for anybody working in economics or planning to study economics at postgraduate level. Further modules will be based on your pathway.

Economics pathway

Core modules

- Econometrics I (ECON212)
- Econometrics II (ECON213)
- Macroeconomics I (ECON223)
- Macroeconomics II (ECON224)
- Microeconomics I (ECON221)
- Microeconomics II (ECON222).

Selected optional modules

- Alternative perspectives in economics (ECON250) or Analysis of big data: programming, data management and visualisation (ECON215)
- Behavioural economics (ECON251) or Mathematical economics II (ECON211) or Securities markets (ECON241).

Finance pathway

Core modules

- Econometrics I (ECON212)
- Econometrics II (ECON213)
- Financial management (ACFI204)
- Macroeconomics I (ECON223)
- Macroeconomics II (ECON224)
- Microeconomics I (ECON221)
- Microeconomics II (ECON222).

Selected optional modules

- Behavioural economics (ECON251) or Securities markets (ECON241)
- Mathematical economics II (ECON211).

Final Year

In your final year you will take more advanced economics modules and have the opportunity to apply what you have studied to contemporary issues. You can also choose from a range of optional modules, strongly supported by the topical research carried out by our academics, so you can specialise in the areas that are of the greatest interest to you and your future aspirations.

Upon successful completion of your final year, you will have a thorough understanding of a wide range of theoretical tools used in economics and where applicable, in finance. You will also be familiar with the analytical and quantitative tools used in addressing real world economic issues, and, where applicable, issues related to securities and business finance.

Economics pathway

Core modules

- Advanced microeconomics (ECON342)
- Advanced macroeconomics (ECON343) or Applied international macroeconomics (ECON346).

Semester One optional modules: choose three of the following:

- Contemporary issues in economic policy (ECON330)
- Creative sector economics (ECON362)
- Financial crises and defaults (ACFI319)
- Financial economics (ECON308)
- Game theoretical approaches to microeconomics (ECON322)
- International trade (ECON335)
- Issues in development finance (ACFI317)
- Methods of economic investigation: microeconometrics (ECON312).

Semester Two optional modules: choose two of the following:

- Behavioural finance (ECON321)
- Economics of banking (ECON323)
- Health economics (ECON326)
- Industrial organisation (ECON333)
- Law and economics (ECON360)
- Methods of economic investigation: Time series econometrics (ECON311)
- Series econometrics (ECON311)
- Sports economics (ECON328)
- The economics of developing countries (ECON306).

Finance pathway

Core modules

- Advanced macroeconomics (ECON343) or Applied international macroeconomics (ECON346)
- Advanced microeconomics (ECON342)
- Business finance (ECON304)
- Financial risk management (ACFI342).

Semester One optional modules: choose two of the following:

- Contemporary issues in economic policy (ECON330)
- Creative sector economics (ECON362)
- Derivative securities (ECON310)
- Financial crises and defaults (ACFI319)
- Financial economics (ECON308)
- Game theoretical approaches to microeconomics (ECON322)
- International trade (ECON335)
- Issues in development finance (ACFI317)
- Methods of economic investigation:
 - Microeconometrics (ECON312).

Semester Two optional modules: choose two of the following:

- Behavioural finance (ECON321)
- Capital markets (ACFI321)
- Economics of banking (ECON323)
- Health economics (ECON326)
- Industrial organisation (ECON333)
- Law and economics (ECON360)
- Methods of economic investigation: Time series econometrics (ECON311)
- Sports economics (ECON328)
- The economics of developing countries (ECON306)
- The price of football (ACFI322).

International Business BA (Hons)

The International Business BA provides you with access to a multicultural team of expert academic staff that challenge established approaches to international business and publish high quality research used by global practitioners and policy makers.

This programme has an internationally focused curriculum to help you 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 and Latin America.

As part of the programme, you can visit a continental European city to experience first-hand another country's economy and the opportunity to study a modern language alongside your studies.

Programme in detail

Since 1911 the two Liverbirds (Bertie and Bella) have looked over Liverpool with Bella looking out to sea (our Prosperity) and Bertie over the city (our people). They are both our inspiration for the design of the BA International Business programme.

Like Bella, the curriculum is designed to help you look internationally and:

- Navigate through the complexity of the international business environment
- Identify and take advantage of opportunities (prosperity)
- Identify the dangers and challenges of international business
- Take calculated risks when operating at home and abroad
- Instil a mind-set of international awareness.

Like Bertie, the curriculum also incorporates a local perspective to help you:

- Understand the benefits and challenges of globalisation for local communities
- Inspire local communities to experience the benefits of globalisation
- Demonstrate a knowledge of the main ethical problems facing international business organisations
- Understand and critique critical issues in international business.

Looking towards your future, our graduates successfully go on to find careers in multinational organisations such as Amazon, Santander, Mars, PwC, Royal Dutch Shell, BP, Vodafone Group and Deutsche Bank.

Links with professional bodies

With excellent teaching and quality content the programme is accredited by the Institute of Export (IOE) and the Chartered Institute of Management Accountants (CIMA). Exemptions from various examination papers are available upon successful completion of certain modules.

Key modules Year Two

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

Upon successful completion of your second year, you will be able to further understand concepts relevant to International Business and International Management and interpret and analyse introductory statistical techniques appropriate to understanding international commerce. You will also be able to demonstrate the link between entrepreneurship, innovation and business creation from start-ups right up to large multinational organisations.

Core modules

- Advanced academic and professional skills for international business (MKIB216)
- Corporate social responsibility (ULMS251)
- International development (MKIB261)
- International finance (non-specialist) (ACFI260)
- International management (MKIB253)
- Theory of the firm (ECON254).

Semester One optional modules: choose at most one of the following:

- Technology and innovation management (MKIB205)
- European union and business (MKIB250)
- Introduction to people and management (ULMS206)
- Innovation and entrepreneurship (ULMS259) and/or add a language module in French, German, Italian or Spanish. (Course code depends on your level).

Semester Two optional modules: choose at most one of the following:

- Diversity management (ULMS226)
- Government and business (ULMS205)
- Identity, culture and organisation (ULMS268)
- International business and law (MKIB240)
- Market research (MKIB256) and/or add a language module in French, German, Italian or Spanish. (Course code depends on your level).

Final Year

Your final year will consolidate your knowledge and understanding through a much greater opportunity for personal study and research, as well as study modules that probe more deeply into contemporary issues in global business. With more optional modules to choose from you are able to pursue areas of study of particular interest to you and your future career plans.

Upon successful completion of your final year, you will have developed a sound understanding and knowledge of management theory and practice as well as the functional elements of international business and management. You'll develop a knowledge of the global economic environment and the main ethical problems facing international organisations. You will also develop your strategic thinking and the ability to critique critical issues in international business.

Core modules

- Business in emerging markets (MKIB369)
- Global strategic management (MKIB351)
- International economic relations (ECON354)
- Strategic management and business policy (ULMS353).

Semester One optional modules: choose at most one of the following:

- Business analytics and big data management (EBUS305)
- Global challenges and opportunities (MKIB308)
- Independent study module (MKIB335)
- International marketing (MKIB356)
- Language option (French, German, Italian or Spanish) depending on pathway
- Psychological approaches to decision making (ULMS351)
- Tourism (MKIB337).

Semester Two optional modules: choose at most one of the following:

- Business in Latin America (MKIB359)
- Corporate governance (ACFI320)
- Critical perspectives in management (ULMS366)
- Independent study module (MKIB336)
- Language option (French, German, Italian or Spanish) depending on pathway
- Marketing strategy (MKIB363)
- Managing knowledge (ULMS352)
- The football business (ULMS370).

Marketing BA (Hons)

Our Marketing BA programme is accredited by the Chartered Institute of Marketing (CIM), giving you a head start in a future marketing career.

The flexibility of the programme gives you access to a wide range of specialist modules including digital marketing, branding, market research, relationship marketing, e-Business and marketing strategy.

Within the programme, you will have opportunities to meet and work with local businesses to develop your marketing, networking and employability skills.

Programme in detail

Our BA Marketing programme is a specialist degree that provides a solid grounding in the main management disciplines with a chance to specialise in marketing, allowing you to examine how customers and consumers behave, how markets function and evolve, and how firms interact with these markets.

Taught by staff with a mixture of research and professional backgrounds, you can be confident of studying a programme full of interesting and relevant content that underpins the important role that marketing plays in business and society.

Our links with local businesses provide opportunities to network and develop the skills that make our graduates stand out and work in large organisations such as Mediacom, McCann, Accenture, BT as well as smaller companies and specialist marketing agencies.

Links with professional bodies

With excellent teaching and quality content the programme is accredited by the Chartered Institute of Marketing, allowing students the choice of completing specific modules to work towards a CIM L4 Certificate in Professional Marketing and a CIM L6 Diploma in Strategic Marketing. The programme is also accredited by the Chartered Institute of Management Accountants (CIMA).

Key modules

Year Two

In your second year of study you will take more specialised marketing modules such as **Market research, Retail marketing and Branding**, alongside business-related modules to further develop your knowledge of the modern business environment.

Upon successful completion of your second year, you will be able to understand and critically evaluate knowledge of business and marketing concepts to diverse organisational contexts using a variety of quantitative and qualitative methods. You will also be able to demonstrate the link between entrepreneurship, innovation and business creation from start-ups right up to large multinational organisations.

Core modules

- Branding (MKIB202)
- Business ethics (PHIL272)
- Integrated marketing communications (MKIB257)
- Market research (MKIB256)
- Retail marketing (MKIB230)
- Services marketing (MKIB255).

Semester One optional modules:

choose one of the following:

- Entrepreneurship (ULMS252)
- Innovation and entrepreneurship (ULMS259)
- International finance (non-specialist) (ACFI260)
- Operations management: tools and techniques (EBUS209)
- Practical methods of problem solving (ULMS215)

- Sustainable forms of enterprise and entrepreneurship (MKIB235)
- Theory of the firm (ECON254).

Semester Two optional modules:

choose one of the following:

- Business for the global economy (MKIB225)
- Diversity management (ULMS226)
- International management (MKIB253)
- Sales and negotiation (ULMS217)..

Final Year

Your final year of study consolidates your knowledge and understanding of marketing and management through a much greater degree of personal study and research. A range of modules that probe more deeply into contemporary issues allows you to pursue areas of study that interest you and benefit your future career plans.

Upon successful completion of your final year, you will have developed a core level of understanding and knowledge of management theory and practice and understand the key theoretical structures for studying marketing and the consumer.

By understanding how the marketing process interacts with business and management you will further your strategic thinking through the ability to critique critical marketing and ethical issues faced by businesses. Demonstrating a focused knowledge of both business-to-consumer (B2C) and business-to-business (B2B) marketing you will understand the opportunities and challenges that new technologies can bring to marketing.

Core modules

- Marketing and society (MKIB355)
- Marketing strategy (MKIB363)
- Relationship marketing (MKIB362).

Semester One optional modules:

choose three of the following:

- Digital marketing (MKIB365)
- Dissertation (ULMS399)*
- Events management (MKIB367)
- Global strategic management (MKIB351)
- Independent study module (MKIB333)
- International economic relations (ECON354)**
- International marketing (MKIB356)
- Issues in development finance (ACFI317)

- Psychological approaches to decision making (ULMS351)
- Tourism (MKIB337)
- Work experience module (ULMS300).

Semester Two optional modules:

choose two of the following:

- Critical perspectives in management (ULMS366)
- Dissertation (ULMS399)*
- Fundraising management (ULMS330)
- Independent study module (MKIB334)
- Managing knowledge for innovation (ULMS352)
- Marketing and digital analytics (MKIB340)
- Project management (EBUS308)
- Social enterprise (MKIB301)
- Strategic management and business policy (ULMS353)
- The football business (ULMS370).

*ULMS399 is a full year module and will be taken in both semesters.

**ECON254 is a pre-requisite for this optional module

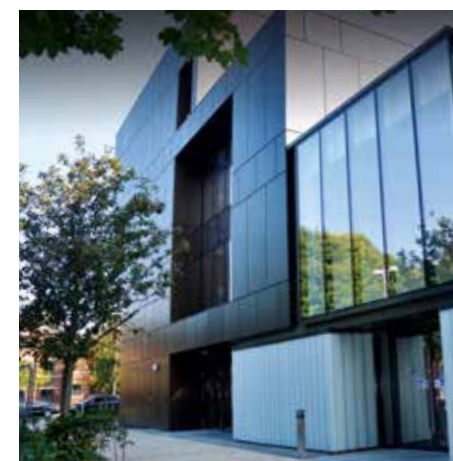
STAFF PROFILE

Dr Supriya Garikipati

Dr Supriya Garikipati's research into microfinance and its role in developing countries helped set up a new framework that benefits 500,000 women a year in India, and also helps the country understand better how microfinance is used in the local economy. As module leader for the **Economics of developing countries** her research gives students direct insight into the issues related to economic development and its role in less developed countries.

The best thing about the University of Liverpool is the learning atmosphere. There are a range of courses for me to choose from and the learning atmosphere is great.

Yunyi Zhu
2+2 Alumni in Economics



Core and selected optional modules overview **Year Two**

Module title	Semester	Credit	Module description
Academic problem solving and methods ULMS215	1	15	Further develops students' academic skills base and improves their engagement with research-connected teaching; introduces problem-solving in empirical, applied research; familiarises students with principles and practices of research design and methodology and use of specific data management tools (Excel, SPSS and Nvivo); provides additional, dedicated research and methodological training, to support students undertaking a final year capstone individual project.
Accounting theory ACFI202	2	15	Examines 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; explore the critical perspectives of accounting and consider selected issues in financial reporting.
Advanced academic and professional skills for international business MKIB216	1	15	Teaches students how to write a report and how to gather and interpret a range of macro-economic and firm-level data; encourages students to think critically about statistics; develops in-depth understanding of software used in the workplace and a self-awareness of their skills and career-readiness.
Alternative perspectives in economics ECON250	1	15	Since the financial crash there seems to have been a growing interest in economic ideas that challenge orthodox views. This unit provides an introduction to alternative ideas in economics.
Analysis of big data: programming, data management and visualisation ECON215	1	15	This module aims to help students develop relatively challenging higher-level data and computing skills, particularly skills for managing data sets and producing useful visualisations with data. There are more careers available where analysing data is central, and there is generally an increasing demand within economics related careers for familiarity with programming languages such as Python, in order to perform more sophisticated tasks with data, or to work with large data sets. Research careers often require general programming skills, this module serves as a first introduction to programming.
Audit and assurance ACFI210	1	15	Examines the regulatory framework within which the statutory audit in the UK operates. Covers key elements of international standards on auditing with respect to planning, control, evidence and reporting.
Behavioural economics ECON251	2	15	This module aims to introduce students to behavioural economics, its methods and its perspectives, whilst giving students an overview of some of the main contributions which behavioural economics has made to economics as a social science. Students will explore areas where fundamental assumptions underlying economic theory have evolved in the light of behavioural economic research.
Branding MKIB202	1	15	Provides students with the knowledge and skills required to design, launch and manage a brand. This module uses an array of innovative teaching methods to develop an appreciation of branding practices and strategies by applying theoretical concepts and marketing models to practical activities and allow students to design and deliver a new brand.

Please note: modules are illustrative only and subject to change.

Module title	Semester	Credit	Module description
Business and employment law ULMS202	2	15	Introduces the basic principles of UK and EU Law. It highlights the important legal principles that affect day-to-day business transactions and relationships, making you aware of the responsibilities and obligations of companies and employers.
Business ethics PHIL271/PHIL272	1 or 2	15	Introduces and explains major contemporary perspectives on corporate behaviours.
Business in the global economy MKIB225	2	15	Explores both mainstream and alternative theories of why businesses internationalise and how they operate as transnational corporations. An understanding of transnational production in a holistic sense is key, including questions of power and ethics.
Business law ACFI211	2	15	Provides you with a foundation in legal institutions in English law as well as a general, non-specialist introduction to areas of English law that is particularly pertinent and relevant to accounting and finance.
Contemporary developments in employment relations ULMS216	1	15	Provides students with a deeper understanding of contextual developments in contemporary employment relations to prepare them for some of the challenges they are likely to face in work and employment during the course of their careers.
Corporate social responsibility ULMS251	2	15	Provides you with a critical introduction to the institution of the corporation in its wider context. Key areas of study will include corporate governance, the history of the corporation, corporate social responsibility, and business ethics.
Diversity management ULMS226	2	15	Provides students with the opportunity to develop their understanding and critical awareness of issues associated with managing a workforce characterised by diversity in gender, age, ethnicity, disability, religion and sexual orientation etc.
Econometrics I ECON212	1	15	Econometrics is concerned with the testing of economic theory using real world data. This module introduces the subject by focusing on the principles of Ordinary Least Squares regression analysis. The module will provide practical experience via regular laboratory sessions.
Econometrics II ECON213	2	15	Builds on Basic econometrics I by extending the treatment of regression to the multiple regression model and to develop practical research skills which would be expected from a graduate in Economics.
Entrepreneurship ULMS252	1	15	Provides an understanding of the nature of entrepreneurship and outlines the challenges faced at each stage in the process of starting and building a business.
European Union and business MKIB250	1	15	Gives students an understanding of the working of the development of the EU and the implications for business. Also provides an understanding of the UK's membership of the EU, Brexit and the business perspective.
Financial management ACFI204	1	15	Introduces 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.

Continued over...

Core and selected optional modules overview **Year Two** (continued)

Module title	Semester	Credit	Module description
Financial management for business ACFI205	1	15	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.
Financial reporting I ACFI201	1	15	Enables students to prepare single entity financial statements, and extracts from those financial statements, covering a wide range of international financial reporting standards (IFRS).
Government and business ULMS205	2	15	Explores the relationship between government and business, including regulation, government support and the governing process.
Identity, culture and organisation ULMS268	2	15	Provides the opportunity to study in-depth the relationship between employees' and managers' sense of self and their understandings of, and behaviours in, organisational environments.
Innovation and entrepreneurship ULMS259	1	15	Introduces students to the multidisciplinary nature of innovation and entrepreneurship and their practical applications as well as developing a critical awareness of the main themes of innovation and entrepreneurship in the public and private sectors including both product and service innovations.
International business law MKIB240	2	15	Introduces the context of law and regulation, as it impacts on business at both the local national and transnational level.
International development MKIB261	2	15	This module is concerned with the theoretical and practical implications of international development in the global economy. Enables an in-depth analysis of the central issues associated with the economics and policies of international development.
International finance (non-specialist) ACFI260	1	15	Develops a good understanding of the fundamental principles of international finance, especially focusing on the financial management of multinationals. The groundwork for this is laid in the first few lectures, where the aim is to provide students with an introduction to the core principles of finance, valuation and financial decision-making, within the domestic setting. These are thereafter extended to incorporate the international dimension – foreign exchange rates and markets, and foreign exchange exposure.
International management MKIB253	2	15	Introduces you to key issues in international business and management from the perspective of the multinational enterprise.
Introduction to people management ULMS206	1	15	Introduces students to the theoretical perspectives, roles, and practical activities associated with people management in contemporary organisations helping to prepare students for the workplace.

Please note: modules are illustrative only and subject to change.

Module title	Semester	Credit	Module description
Introductory econometrics for business and economics ECON233	1	15	Provides an introduction to the rational decision-making process used to make business decisions. It introduces the students to the quantitative and analytical tools that managers use to make complex decisions.
Leadership and performance management ULMS266	2	15	Introduces the theoretical perspectives, roles, and practical activities associated with leadership and performance management in contemporary organisations.
Macroeconomics I ECON223	1	15	Extends the study of macroeconomic theory to the intermediate level. To analyse the classical and Keynesian macroeconomic models, and their policy implications, in order to provide a context for subsequent developments in modern macroeconomics associated with monetarism, new classical and new Keynesian economics.
Macroeconomics II ECON224	1	15	Builds on Macroeconomics I .
Management accounting ACFI203	2	15	Builds on the basic management accounting methods seen in Year One 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.
Market research MKIB256	2	15	Develops an understanding of the need for, and place of, market research in supporting marketing decisions. Alongside this you will develop a practical and applied understanding of developments of market research, and an appreciation of its strengths and weaknesses.
Mathematical economics II ECON211	2	15	This module builds on the material of Year One mathematics and economics modules and will deepen your knowledge of mathematical techniques involved in microeconomics and game theory. At the end of this module, you will have more advanced mathematical skills and know how to use models to solve some economic problems using matrix and optimisation.
Microeconomics I ECON221	1	15	This module, in accordance with Microeconomics 2, aims to provide a solid foundation of intermediate level microeconomic theory. It develops and extends three of the topics introduced in Principles of Microeconomics, namely, Consumer Theory, Producer Theory and General Equilibrium.
Microeconomics II ECON222	2	15	Uses the theoretical foundations developed in Microeconomics I and aims to extend the application of the skills acquired to more advanced topics such as welfare economics.

Global outlook and cultural experience have undoubtedly been two main factors towards choosing my degree and University. Where the University of Liverpool has equipped me with the international experience I was hoping for, my degree has taught me the knowledge of how to deal with it, understanding the delicate intricacies of culture and language and how they are rooted deeply in the economy.

Alvaro Guzman Gomez
2+2 Alumnus in International Business



Continued over...

Core and selected optional modules overview **Year Two** (continued)

Module title	Semester	Credit	Module description
Operations management: tools and techniques EBUS209	1	15	Introduces a range of operations management theories and considers their application to contemporary business environments.
Practical methods of problem solving ULMS215	1	15	Further develop students' academic skills base and improve their engagement with research-connected teaching. Familiarise students with principles and practices of research design and methodology, and enable them to become proficient users of specific data management tools (Excel, and Nvivo)..
Retail marketing MKIB230	1	15	Provides 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.
Sales and negotiation ULMS217	2	15	Introduces students to the complex field of sales and selling techniques as well as introducing them to a thorough assessment of negotiation skills. These skills are as important to employees as they are to entrepreneurs.
Securities markets ECON241	2	15	Provides 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. You will be directed to various media resources relevant to their day to day following and awareness of the activities of the global financial markets.
Services marketing MKIB255	2	15	Stresses the distinctiveness of services marketing from tangible goods marketing. Practical application of theoretical services marketing material is examined within a diverse range of sectors including financial services, hotels, restaurants, airlines, universities, theme parks, and charities. Management of customer satisfaction and perceived service quality are themes that are interwoven into all of the components of the module syllabus.
Sustainable forms of enterprise and entrepreneurship MKIB235	1	15	Provides a conceptual basis from which to understand other, alternative forms of enterprise and entrepreneurship; the critical skills to analyse the role of enterprise and entrepreneurship in today's society; analytical skills that enable students to think about how social problems might be addressed through enterprise; knowledge of how forms of enterprise, such as prosocial business, not-for-profits and worker cooperatives have emerged; the ability to articulate how and why complex societal problems might be solved through business planning.
Tax compliance ACFI212	2	15	Enables you to understand, prepare and explain UK tax computations for individuals, companies and trustees including income tax, corporation tax, capital gains tax, VAT, inheritance tax, national insurance and stamp duty. Provides an understanding of the ethical issues arising from performing in the context of taxation.

Please note: modules are illustrative only and subject to change.

Technology and innovation management
MKIB205 1 15

Provides students with the ability to understand core international innovation and technology management concepts, to understand internationally accepted ethical innovation and technical practices. Students will learn to critically discern the failings or advantages of international innovation and technology management frameworks and tools, whilst learning to implement international innovation and technology management principles and frameworks, in their individual and organisational decisions.

Theory of the firm
ECON254 1 15

Equips you 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.



Core and selected optional modules overview

Year Three

Module title	Semester	Credit	Module description
Advanced auditing ACFI301	2	15	Develops an understanding of the critical aspects of managing an assurance engagement (including audit engagements): acceptance, planning, managing, concluding and reporting.
Advanced entrepreneurship ULMS360	2	15	The aim of this 'active learning' module, is to provide an opportunity for you to develop your own entrepreneurial ideas and the skills required to produce a comprehensive business plan, in a risk free and supportive environment. First, you will use an online simulation of a business start-up (Sim Venture) to gain an insight into the different elements involved, as well as the challenges facing entrepreneurs when developing a business plan and turning this into an actual start-up. Second, building on the lessons learnt in the simulation, in small 'self-learning' groups, you will develop a detailed business plan based on in-depth research and analysis relevant to your particular start-up idea.
Advanced macroeconomics ECON343	2	15	To further develop understanding of macroeconomic theory, where appropriate, to integrate the theory with issues of current policy interest. To further develop students' analytical and problem solving abilities applied to economic principles.
Advanced management accounting ACFI303	1	15	Increases your knowledge of the theory and practice of management accounting and to build on study of this topic in earlier years, especially to extend and complement the material covered in Year Two management accounting.
Advanced microeconomics ECON342	1	15	Provides an understanding of the market failure resulting from asymmetric information. It covers some of the canonical models of adverse selection and moral hazard focusing on the design of optimal contracts under informational asymmetries.
Advanced taxation ACFI305	1	15	Enables students to apply technical knowledge and professional skills to identify and resolve tax issues that arise in the context of preparing tax computations and to advise on tax-efficient strategies for businesses and individuals.
Applied international macroeconomics ECON346	2	15	Encourages critical reflection in combination with formal modelling skills applied to macroeconomic models and in the context of international interaction.
Becoming a leader ULMS310	1	15	This module aims to introduce students to the practical application of leadership theory. Students will employ critical reflection to gain a better understanding of how they can develop and grow as a leader within an organisational context.

Please note: modules are illustrative only and subject to change.

Module title	Semester	Credit	Module description
Behavioural finance ACFI311	2	15	Provides knowledge and understanding of theoretical and empirical limitations of and challenges to the efficient markets hypothesis.
Business analytics and big data management EBUS305	1	15	Students will learn to demonstrate what Business Analytics and Big Data are and to assess its relevance to business environments, evaluate potential for use of Business Analytics and Big Data, tools and their potential to give positive insights into decision-making and business intelligence. This module will help students to appreciate the legal and ethical issues involved in gathering personal information.
Business finance ACFI304	1	15	Provides a fundamental understanding of the core theoretical and empirical aspects involved in corporate finance. The aim is to build your transferable skills by concentrating on the fundamental theoretical and empirical principles.
Business Finance ECON304	1	15	Provides a fundamental understanding of the core theoretical and empirical aspects involved in corporate finance. The aim is to build your transferable skills by concentrating on the fundamental theoretical and empirical principles.
Business in emerging markets MKIB369	2	15	Focuses on the business environment in emerging markets and specifically in the BRIC countries, Brazil, Russia, India and China.
Business in Latin America MKIB359	2	15	Enables you to undertake an empirical study of the activities and organisation of domestic and foreign business in a significant area of the developing world. You are expected to build upon the knowledge and techniques developed in earlier modules to understand and analyse critically the behaviour of companies, investors, regulators, employees and consumers in the Latin American economies.
Business strategy ACFI312	2	15	The module aims to provide students with an understanding of how businesses develop and implement strategy.
Capital markets ACFI321	2	15	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. By drawing on numerous theoretical and practical examples from real-world case studies, this module aims at introducing the basic concepts of the banking, finance, investment, business studies, economics and financial service sector.
Contemporary issues on economic policy ECON330	1	15	This module aims to give students a factual and theoretical basis to understand and critically evaluate possible responses to the key contemporary challenges faced by policy makers in the United Kingdom. The module seeks to enable students to apply theoretical economic concepts to real problems in the areas of social housing, health, education, transport and environment. The module also covers the present and future challenges presented by Brexit and the recent financial crisis to policy makers'
Contemporary issues in HRM ULMS364	2	15	Provides an understanding of contemporary human resource management issues. It will relate models and frameworks from the human resource management literature to contemporary issues and challenges affecting UK organisations and multinational companies.

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Core and selected optional modules overview **Year Three** (continued)

Module title	Semester	Credit	Module description
Corporate communications MKIB372	1	15	Increases awareness of the importance of language and communication in the business and management contexts. Develop an in-depth understanding of internal communication systems (interpersonal and cross-cultural communications) and of external communication systems (public relations, marketing, political communication and the media).
Corporate governance ACFI320	2	15	Provides 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.
Corporate reporting and analysis ACFI302	2	15	Develops your understanding of financial reporting to an advanced level by building upon the knowledge and skills gained in earlier financial reporting modules. Complex IFRS on topics such as share based payments and deferred tax will be looked at.
Creative sector economics ECON362	1	15	Provides a historical and methodological basis for understanding the economics of arts and cultural industries and will look in depth at a variety of industries, such as arts, music, broadcasting and others to explore the application of economic theory in 'non-standard' markets (ie markets where neoclassical microeconomic assumptions may not hold).
Critical perspectives in management ULMS366	2	15	A primary aim of the module is to invite students to consider the consequences of traditional orthodox management theory and practice for people in organisations (including managers) and society at large, and to examine the extent to which critical theory can inform more humanist approaches to management thinking.
Derivative securities ACFI310	1	15	Alternative derivative securities like forwards, futures, options, and exotic derivative contracts will be discussed. This incorporates detailing the properties of these securities. Furthermore, a key aim is to outline how these assets are valued. Also demonstrates the use of derivatives in arbitrage, hedging and speculation. Finally, practical applications of derivatives and potential pitfalls are discussed.

Please note: modules are illustrative only and subject to change.

Module title	Semester	Credit	Module description
Digital marketing MKIB365	1	15	Develops an in-depth understanding of digital marketing planning and e-promotion in achieving and maintaining market competitiveness. Explores the role of social media and its relation to an e-Commerce strategy and develop in-depth knowledge of up-to-date digital marketing trends and consumer culture.
Dissertation LMS399	1 and 2	30	Provides students with the opportunity to produce an extended piece of academic writing on a subject of interest to them and aligned with the programme aims. Students develop secondary research skills and extend the range of knowledge of theoretical debate in a specific area of business.
Economic growth and innovation ECON363	2	15	Covers selected topics in economic growth and innovation. Builds on the intermediate macroeconomics curriculum by developing some formal models of economic growth. Gives students a firm appreciation of modern developments in the theory of economic growth and of the strengths and limitations of these and older models.
Economics of banking ECON323	2	15	Provides an introduction to the economic principles of banking. Students are provided with an understanding of the specific nature of a bank as a firm, the role of banks in an economy, and of the regulatory environment in which banks operate.
Events management MKIB367	1	15	Develops knowledge and critical understanding of the nature, structure, composition and management of the events industry sector.
Financial crises and defaults ACFI319	1	15	Provides students with a fundamental understanding of the core theoretical and empirical aspects involved in financial crises and defaults.
Financial reporting II ACFI309	1	15	Builds upon the knowledge and skills gained in earlier financial reporting modules by covering 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.
Financial risk management ACFI342	2	15	Builds on the foundations of the existing finance modules and aims to give students a solid grounding in terms of understanding the recent global financial crisis and a wide range of risk management tools available to financial managers. Particular emphasis is placed on the issue of risk measurement.
Fundraising management ULMS330	3	15	Provides a critical analysis of the fundraising methods available to not-for-profit organisations and develops relevant skills.

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Core and selected optional modules overview **Year Three** (continued)

Module title	Semester	Credit	Module description
Game theoretical approaches to microeconomics ECON322	1	15	Provides an introduction to game theory. This is the study of strategic interactions ie 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. In particular, we will use game theory to study market competition, auctions, bargaining, signalling, etc.
Global challenges and opportunities MKIB308	1	15	Understand what global innovation is, and what its effects are. To critically evaluate the opportunities that global innovation presents for businesses, regions, and policymakers. Assess how challenges may be addressed through global innovation, understand and synthesize recent studies on the globalisation of innovation and form critical questions on the academic state-of-the-art .
Global strategic management MKIB351	1	15	Provides conceptual frameworks within which to formulate and analyse global strategy.
Health economics ECON326	2	15	The aim of this module is to introduce third year economics students to the basic principles and tools of health economics.
Human resource management and professional practice ULMS315	1	15	This module focuses on developing the core skills needed for a professional career in HRM. These include developing HRM strategy, formulating business focused reports on HR issues, enhancing employee engagement, learning and development, performance and reward management.
Independent study module (International Business) MKIB335, MKIB336	1 or 2	15	Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.
Independent study module (Marketing) MKIB333, MKIB334	1 or 2	15	Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.
Industrial organisation ECON333	2	15	Applies the tools of microeconomics to the analysis of firms, markets and industries in order to understand the nature and consequences of the process of competition. These tools will also be applied to the evaluation of relevant government policy. This will extend knowledge and skills of microeconomic analysis by covering recent advances in theory as well as empirical analysis of relevant microeconomic topics.
International economic relations ECON354	1	15	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 you 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.

Please note: modules are illustrative only and subject to change.

Module title	Semester	Credit	Module description
International marketing MKIB356	1	15	Introduces the international environment for marketing, including an appreciation of how to build international activities.
International trade ECON335	1	15	Develops an appreciation and understanding of basic principles determining the observed patterns of trade in the increasingly globalised world economy.
Issues in development finance ACFI317	1	15	Provides an advanced, albeit non-technical, critical understanding for students with a variety of academic backgrounds of the issues and developments in the area of finance for development. This will include, for example, the impact of overseas development assistance (foreign aid) and foreign direct investment upon development, the role played by the IMF and World Bank and recent developments in the areas of microfinance and Islamic Finance.
Law and economics ECON360	2	15	This module 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.
Management accounting for business ACFI307	1	15	Provides students with an overall understanding of the various techniques and practices utilised by management accountants within the function of business management.
Managing knowledge ULMS352	2	15	Provides the concepts and principles relevant to the process of knowledge management.
Marketing and digital analytics MKIB340	2	15	This module seeks to provide students with cutting-edge knowledge of marketing analytics and digital analytics. This knowledge is increasingly sought after in business practice. Given the quantitative nature of analytics, the module also develops students' quantitative skills, which are becoming important in firms' increasingly data-driven decision making. Thus, the module's ultimate aim is to provide students with a competitive advantage regarding their employability after graduation.
Marketing and society MKIB355	2	15	Develops a fundamental knowledge of 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. The module is interactive and involves critical discussion of the readings during both lectures and student presentations.
Marketing strategy MKIB363	2	15	Examines the strategic dimensions of marketing, the interface between marketing activity, corporate strategies and tactics and the interrelationship between marketing activity and other functional areas of business.
Methods of economic investigation II: microeconomics ECON312	1	15	Introduces a series of key advanced techniques in microeconometrics, building on Year Two work in econometrics. It 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. Develops applied research skills, including the ability to analyse data using appropriate econometric techniques and bespoke software.
Methods of economic investigation time series econometrics ECON311	2	15	Offers you the opportunity to learn basic econometric theories for time series analysis. Upon successful completion of this module, you should be able to apply these classic models to univariate and/or multivariate time series data for the purposes of, for example, producing economic/financial forecasts and/or investigating causal relationships between multiple economic/financial variables.

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Core and selected optional modules overview **Year Three** (continued)

Module title	Semester	Credit	Module description
Principles of finance with Excel ACFI315	1	15	Provide a greater awareness of the capability of Excel in the financial environment including its modelling capabilities.
Project management EBUS308	2	15	Introduces the role of project management in organisations; introduce students to a toolkit to apply project-based problem solving to strategic projects within an organisation; develop student competence to control and monitor project performance related activities within organisations.
Psychological approaches to decision-making ULMS351	1	15	Provides the concepts and theories relevant to the cognitive and emotional aspects of decision-making at the individual, group and organisational levels. Particular attention is paid to the problems and potential pitfalls of making decisions amidst uncertainty and conflict including potential pressure to act in an ethically questionable manner. Considers negotiated decisions and cognitive techniques for stimulating creativity, innovation and problem-solving.
Quantitative financial economics ECON308	1	15	Provides a thorough overview of financial economics, starting from the decision-making under uncertainty and applying these concepts to optimal portfolio choice by the consumer, optimal investment by the firm, pricing contingent claims, term structure of interest rates and real option analysis. In addition to standard asset pricing models, the efficient capital markets theory will be extensively covered.
Relationship marketing MKIB362	1	15	Understand and evaluate the theories, arguments and schools of thought that advocate the creation of mutually beneficial longer-term relationships between suppliers and customers.
Social enterprise MKIB301	2	15	Introduces social enterprise. Through lectures, field visits to practising social enterprise and working on a practical project you will learn about the scope of the work undertaken by social enterprise including their legal and financial structure, their need for a social mission and the policy environment in which they exist.
Sports economics ECON328	2	15	The module aims to improve students' knowledge and understanding of sports as a growing economic sector that is increasingly attracting the attention of many entrepreneurs and researchers. It will also equip students with relevant analytical techniques and provide the opportunities to apply such techniques to sport so that decision-making within the sector can be scrutinised and improved. A final aim of the module is to increase the curiosity and critical assessment of the different research topics with sport.
Strategic management and business policy ULMS353	2	15	Examines the basic principles of business strategy and consider alternative perspectives to the subject.

Module title	Semester	Credit	Module description
Supply chain operations and management EBUS306	1	15	The need to be competitive, reach new markets, source new goods and raw materials as well as globalisation 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. The module provides you with comprehensive understanding of key principles and techniques of supply chain management including topics such as inventory management, demand and capacity management, supply chain partnerships and IT.
The digital business EBUS301	1	15	Provides an introduction to the appraisal and formulation of e-business strategy contemporary e-business models.
The economics of developing countries ECON306	2	15	Introduces students to the theoretical perspectives and empirical debates within development economics and impart an in-depth appreciation of the issues related to economic development and its determinants in less developed countries.
The football business ULMS370	2	15	Enhances understanding and knowledge of the key issues surrounding the contemporary football business and associated industries. The course also encourages you to apply your knowledge of economics, business and management to the football industry.
The price of football ACFI322	2	15	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.
Tourism MKIB337	1	15	Provides a coherent framework through which the structure, management and organisation of the tourism industry can be understood and the nature of tourism demand explained. Consideration of tourism consumer behaviour involves elements of sociology and psychology, whilst concerns for the impacts of tourism cannot be fully understood without reference to economics, geography and planning. Consequently a multidisciplinary approach will be adopted and the interrelationships explored.
Work experience module ULMS300	1	15	Further develops your understanding of the workplace and bridge the gap between your academic studies and future employment.

Please note: modules are illustrative only and subject to change.

The best thing about the University of Liverpool is the quality of the lectures.

Hyeonjin Kim
2+2 student in Marketing



Student support in the Management School and next steps

The Student Support Centre for the Management School is based in the Chatham Building adjacent to Grove Street and the Sydney Jones Library on the south side of the campus. The Management School provides a world class teaching environment including a Cafeteria, flexible teaching and work space and a Finance Trading Floor. You will find the Student Support team on the ground floor of the Management School in the student support office during the hours of 9am to 4.30pm, Monday to Friday.

The Student Support team offer advice and guidance from registration through to graduation and referral to specialist support services and can be contacted by email at ulmsugenq@liverpool.ac.uk or by telephone on +44 (0)151 795 3007.



Learning and teaching support

Our friendly and approachable Learning and Teaching Support Officers are available for you to discuss any difficulties you might face in your studies or personal life in a private and confidential setting. They run a daily drop-in and can discuss your situation, provide practical advice on a range of issues and suggest potential options and support to help you get on track.

They also deliver study skills sessions designed to help Management School students to develop, improve your performance and get the best out of your studies.

Careers & Employability

The Careers & Employability team can provide you with the help and support you need for your future. There is an on-campus Career Studio, available for drop-ins and a Virtual Career Studio too. There is a number of employability tools and resources online to help you explore, connect and apply.

ULMS Extra

ULMS Extra is a programme of extra-curricular and co-curricular events and activities offered to Management School undergraduate students, which provides students with an opportunity to improve and enhance their employability skills and prospects, develop better business and customer awareness and improve communication and problem solving skills. Sessions on offer include employer-led presentations, graduate schemes/internship information sessions, mock assessment centres and interviews, business games, workshops, guidance on postgraduate study and the application process, study skills support and cultural awareness courses.

Summer Abroad

As part of your time at the University of Liverpool Management School, you will have the opportunity to gain further international experience by applying to undertake a Summer Abroad.

The Summer Abroad is a fantastic way to spend a summer at one of our partner institutions and engage with content from a range of subject areas, whilst enjoying the cultural and social events that these programmes have to offer.

Although not for credit, these programmes will appear on your Higher Education Achievement Record (HEAR), which you can use to show employers the range of skills and experiences you have had at university.

Speak to the ULMS Study Abroad Officer for more information when you arrive.

Disability support

Our Departmental Disability Contacts (DDC) work collaboratively with the University's Disability Advice and Guidance team to develop support strategies and plans for students who require reasonable adjustments. The Learning and Teaching Support Officers also act as School level DDCs and can help make referrals to the appropriate student support services for advice and guidance on declaring a disability, arranging tests, and meeting with the Disability Advisors.

Next steps

You will receive information by email prior to the start of your academic year which will give you instructions on how to register for your optional modules via Liverpool Life, the University's information portal for current students. Support will be available during Welcome Week to assist you with finalising your registration.



The thing I have liked most about studying at the University of Liverpool is the variety of extra-curricular activities. Events like ULMS extra, business challenge, and the emerge programme really enhanced my employability skills and build up my network with companies and local business people.

Fengyi Hu
2+2 alumna in Accounting and Finance

Find out more

liverpool.ac.uk/study

Accommodation: liverpool.ac.uk/accommodation

Fees and student finance: liverpool.ac.uk/money

Life in Liverpool: liverpool.ac.uk/study/undergraduate/welcome-to-liverpool

Student Welfare Advice and Guidance: liverpool.ac.uk/studentsupport



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Information provided is correct at time of going to press and is subject to change.

