Management School
Contents

Why choose the Management School at Liverpool?  01
Research in context  04
Year in industry  06
Invest in your future  08
Degrees  10
Module details  28
Honours Select  46
Languages at Liverpool  47
Why choose the Management School at Liverpool?

The University of Liverpool Management School is AACSB-Accredited. Regarded as one of the most rigorous assessments, many top global recruiters will only consider candidates from AACSB-Accredited schools – a clear signal that our programmes respond to the needs of business and meet specific standards of excellence. We live by our mission “to be a globally connected Management School, whose transformative research and teaching places us at the forefront of influential knowledge leadership”. This brings us together with students, business and society in “learning to make a difference.”

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 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.

Gain a global perspective
With a vibrant international learning community you’ll be exposed to business ideas and cultures from the UK and beyond, drawing on a long tradition of commercial acumen in one of the world’s truly global cities, still at the heart of international trade and interaction.

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.
**Tailor your studies to suit your interests and career aspirations**

Our programmes offer flexibility, choice and opportunities allowing you to pursue your career and life aspirations.

**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.

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

**How you are assessed**

You will be assessed through a combination of coursework and examinations. The exact weighting will vary from one module to another (see individual module details on pages 28-44). As well as individual assignments and exams, you may also be assessed on group reports and presentations.

**Study abroad**

Broaden your outlook and reap the huge personal and academic benefits of studying abroad. You can take advantage of exchange links with prestigious, carefully chosen institutions in a range of locations from Canada and the USA through to Asia, Australia and Europe. For more information visit [liverpool.ac.uk/goabroad](http://liverpool.ac.uk/goabroad)

**Year in China**

The Year in China is the University of Liverpool’s exciting flagship programme enabling undergraduate students, from a huge range of departments, including the Management School, the opportunity to spend one year at our sister university Xi’an Jiaotong-Liverpool University (XJTLU), following XJTLU’s BA China Studies degree classes. See [liverpool.ac.uk/yearinchina](http://liverpool.ac.uk/yearinchina) for more information.
700 first year students (2018).

91% overall satisfaction at programme level for Accounting and Finance BA (Hons) (NSS 2017, University of Liverpool analysis of unpublished data).

96% are employed or in further study within six months of graduating (DLHE 2016/17).

We offer study abroad opportunities.

We offer a Year in China.

We offer Joint Honours combinations through Honours Select (see page 46).

We offer accredited programmes.

We offer the chance to study a language, including as a named degree programme (see page 47).
Research in context

Part of the research intensive Russell Group of universities, the Management School’s 170 internationally renowned experts shape world-class academic thought and make a direct impact on a wide range of organisations and institutions. The Management School receives millions in funding through initiatives such as Horizon 2020, the Economic and Social Research Council and the Wellcome Trust.

The Research Excellence Framework (REF) assess the quality and impact of research conducted by UK universities. The quality of Management School research was recognised by the latest REF which ranked the school 27th out of 101 in the UK for the number of research submissions graded as 4* (world-leading) and 3* (internationally excellent).

Research in teaching

Research and thought leadership are vitally important in everything we do and is embedded into every aspect of our teaching. We believe that in order to make a difference to your upcoming working lives we should provide evidence-based research and critical perspectives enabling you to make the best decisions throughout your career. Our teaching is based on this premise meaning your learning will be informed by the very latest developments in that given area of study.

Dr Laura Radcliffe’s research explores gender and diversity issues within work-life experiences and organisations more generally. Her research has been cited in various media outlets and helps inform a range of modules including Introduction to people management, Diversity management and Identity, culture and organisation.

Dr Nick Papageorgiadis’s research has created a tool that assesses the effectiveness of patent systems across the world and has been published in a number prestigious academic journals and helped patent and Intellectual Property counsellors within international firms. As Director of Studies for International Business he ensures his and other academics’ research is incorporated into the entire programme, working with all module leaders to achieve this. He also supervises students in delivering their own research project to find answers for practical international business problems.

Prof Anthony Patterson’s research has been published in many top Journals. Recently he has looked at how technology has increased consumption with a focus on online food image sharing. His research helps students to engage with leading-edge theory and envisage the impact of current and future trends on the role of consumer behaviour and the implementation of marketing.

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.
Year in Industry

The Year in Industry is undertaken as part of the four-year degree programme. You will be supported in finding and applying for a placement in an organisation which could range from a local small and medium-sized enterprise to a global blue chip company – it’s up to you.

The Year in Industry provides you with an edge in a competitive graduate labour market and enables you to make important contacts and could even result in a full-time graduate job with your placement organisation.

Recent year in industry students have undertaken placements in organisations including Adidas, IBM, L’Oreal and Microsoft.

The placement year provides an invaluable opportunity to apply your knowledge and skills in a business environment, gaining experience of real responsibilities, projects and goals.

Find out more at liverpool.ac.uk/management/study/undergraduate/placements

What the Year in Industry placement providers say:

I believe Year in Industry is a unique opportunity to gain marketable skills in communication, organisation and networking as well as practical skills learnt within the role. Taking on a placement student not only brings in fresh thinking to a company but also up-to-date knowledge and a connection with the upcoming generation which keeps a company developing.

Allison Mawhinney
ETS Process and Technology Manager at Logistics at Unilever

Working for Professional Liverpool has exposed the student to lots of different types of businesses within Liverpool and made good connections for work in the city after they graduate.

Alex Clark
Operations Manager, Professional Liverpool

Our involvement in the Year in Industry programme has been really positive; all of our previous placement students are now working within the company. Over their year they gain a lot, especially confidence and an understanding of how a business operates and what to expect in a professional environment.

Debbie Pickering
Purchasing and Supplier Management Team Lead, Essar Oil (UK) Ltd

It’s an opportunity to find key talented people... it makes a change to have someone new and enthusiastic come in who really wants to learn, benefit themselves and add a lot of value to their degree. For us, it’s about coming in, making a big difference, gaining a lot from us and giving something back to the company.

Tom Robinson
Sales Operations Support, Puma
What the Year in Industry students say:

I now have a much clearer idea of the business environment and what is expected of me in a professional practice. My placement has exposed me to many different roles within the accounting industry, some of which I may now consider as a career option in the future. It has also allowed me to enhance my employability and my network, which will be of paramount importance when looking at future roles.

Daniel Jones
Accounting and Finance with a Year in Industry BA (Hons). Undertook a placement at Grant Thornton

My placement has given me a breadth of commercial awareness, knowledge and skills, as well as an insight into how the real world works. I’ve learned how time management, organisation and prioritisation of work tasks need to be managed well. I’m now able to demonstrate strong business acumen and an understanding of the importance of the client/supplier relationship, which should enhance my chances of achieving my future career goals.

Joel Garcia
Economics with a Year in Industry BA (Hons). Undertook a placement at EDF Energy Group

The placement prepares you right from the very first stages, applying. The process involves a number of steps for graduate level jobs and going through the placement process has given me a head start in how this works. Moreover, a year’s worth of work across four main departments on my placement has given me an insight into graduate level work across different business functions.

Alisha Patel
International Business with a Year in Industry BA (Hons). Undertook a placement at Lidl Ltd.

I would advise people to do a Year in Industry as the University gives really good support for you in the lead up to this and during and also it will be easier to get a job in marketing as experience is vital.

Emily Crick
Marketing with a Year in Industry BA (Hons). Undertook a placement at Inspired Thinking Group

I have been able to apply the practical theory that I have learnt at university to real life situations such as the importance of having good interpersonal skills when networking and communicating with professionals and using effective time management when working to deadlines.

Rosie Davis
Marketing with a Year in Industry BA (Hons). Undertook a placement at Professional Liverpool.
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; mortgage adviser; financial consultant; fundraising manager; human resources officer; advertising executive; marketing executive; digital marketing analyst; strategic development analyst; marketing strategist; graduate trainee (including financial organisations, retail organisations, the civil service and other blue chip companies); sales and marketing manager. Some graduates have pursued self-employment in areas including marketing and business consultancy, export and events promotion.

**Recent employers of our graduates**

- Adidas
- Amazon
- Aon
- BAE Systems
- Baker Tilly
- Bank of America
- Bloomberg LP
- BT
- China Guangfa Bank
- Civil Service
- Coca-Cola
- Co-Operative Group
- Deloitte
- Ernst & Young
- GlaxoSmithKline
- Grant Thornton
- Hewlett Packard
- HM Revenue and Customs
- Home Office
- 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.
A passion for learning: postgraduate studies

Students completing undergraduate degrees at the University of Liverpool Management School often go on to undertake postgraduate programmes. Recent graduates have enrolled in programmes including Master in Management, MSc Economics, MSc Finance, MSc Human Resource Management, MSc International Business and MSc Operations and Supply Chain Management.

My degree in Business Management gave me an in-depth, theoretical understanding of how business operates which I can apply within my practical work experiences. Plus, I gained crucial interpersonal skills such as communication, leadership and team working which I can utilise in my graduate role.

Chloe Stafford
Graduated with Business Management with a Year in Industry BA (Hons) in 2015, currently working as a Banking Leadership Graduate at The Co-operative Bank.

I had an internship in the summer between second and third year. I worked in Malaysia for a security technologies company for three months. The experience was fantastic and definitely helped me shape my chosen career path as I was unsure on which path to take prior to the internship.

Pete Diamond
BA Business Economics 2014. Strategic Analyst at MBNA.

To learn more about our former students, visit liverpool.ac.uk/management/alumni/undergraduate
Degrees

Programmes at-a-glance

<table>
<thead>
<tr>
<th>Programme</th>
<th>Code</th>
<th>Duration</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Finance BA (Hons)</td>
<td>N400</td>
<td>3 years</td>
<td>11</td>
</tr>
<tr>
<td>Accounting and Finance with a Year in Industry BA (Hons)</td>
<td>N401</td>
<td>4 years</td>
<td>11</td>
</tr>
<tr>
<td>Business Economics BA (Hons)</td>
<td>LN11</td>
<td>3 years</td>
<td>12</td>
</tr>
<tr>
<td>Business Economics with a Year in Industry BA (Hons)</td>
<td>LN12</td>
<td>4 years</td>
<td>12</td>
</tr>
<tr>
<td>Business Management BA (Hons)</td>
<td>N100</td>
<td>3 years</td>
<td>14</td>
</tr>
<tr>
<td>Business Management with a Year in Industry BA (Hons)</td>
<td>N101</td>
<td>4 years</td>
<td>14</td>
</tr>
<tr>
<td>Economics BSc (Hons)</td>
<td>L100</td>
<td>3 years</td>
<td>17</td>
</tr>
<tr>
<td>Economics with a Year in Industry BSc (Hons)</td>
<td>L101</td>
<td>4 years</td>
<td>17</td>
</tr>
<tr>
<td>Finance BSc (Hons)</td>
<td>N301</td>
<td>3 years</td>
<td>20</td>
</tr>
<tr>
<td>Finance with a Year in Industry BSc (Hons)</td>
<td>N302</td>
<td>4 years</td>
<td>20</td>
</tr>
<tr>
<td>International Business BA (Hons)</td>
<td>N120</td>
<td>3 years</td>
<td>21</td>
</tr>
<tr>
<td>International Business with a Year in Industry BA (Hons)</td>
<td>N121</td>
<td>4 years</td>
<td>21</td>
</tr>
<tr>
<td>Marketing BA (Hons)</td>
<td>N500</td>
<td>3 years</td>
<td>23</td>
</tr>
<tr>
<td>Marketing with a Year in Industry BA (Hons)</td>
<td>N501</td>
<td>4 years</td>
<td>23</td>
</tr>
<tr>
<td>Degrees offered with other departments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Computing BSc (Hons)</td>
<td>GN34</td>
<td>3 years</td>
<td>25</td>
</tr>
<tr>
<td>Financial Computing with a Year in Industry BSc (Hons)</td>
<td>G3N4</td>
<td>4 years</td>
<td>25</td>
</tr>
<tr>
<td>Actuarial Mathematics BSc (Hons)</td>
<td>NG31</td>
<td>3 years</td>
<td>26</td>
</tr>
<tr>
<td>Mathematics and Business Studies BSc (Joint Hons)</td>
<td>GN11</td>
<td>3 years</td>
<td>26</td>
</tr>
<tr>
<td>Mathematics and Economics BSc (Joint Hons)</td>
<td>GL11</td>
<td>3 years</td>
<td>26</td>
</tr>
<tr>
<td>Mathematics with Finance BSc (Hons)</td>
<td>G1N3</td>
<td>3 years</td>
<td>26</td>
</tr>
<tr>
<td>Politics and International Business BA (Joint Hons)</td>
<td>LN21</td>
<td>3 years</td>
<td>27</td>
</tr>
<tr>
<td>Law with Accounting and Finance LLB (Hons)</td>
<td>M101</td>
<td>3 years</td>
<td>27</td>
</tr>
</tbody>
</table>

See liverpool.ac.uk/study/undergraduate/courses for current entry requirements.
Accounting and Finance BA (Hons)
UCAS code: N400
Programme length: 3 years

Accounting and Finance with a Year in Industry BA (Hons)
UCAS code: N401
Programme length: 4 years

Taught by professionally qualified accountants with a range of experience and industry links so you can develop the latest knowledge from those that have applied it in the business world.

Boost your employability with more main professional body exemptions than any other Russell Group Accounting and Finance programme.

100% of our Accounting and Finance with a Year in Industry students were satisfied with their course according to the National Student Survey 2017.

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.

On the Year in Industry programme you spend Year Three on placement in industry.

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 One
Your first year of study will provide a foundation for deeper study of accounting issues in the following stages of the programme. You will be able to demonstrate an understanding of fundamental accounting and finance concepts and principles whilst being able to analyse introductory quantitative and qualitative techniques. You will also develop employability skills required for roles where personal responsibility is necessary.

The programme has been designed to ensure that our graduates can apply for the maximum number of exemptions from professional accounting qualifications upon completing their degree studies. This means that many of our modules, including all those that you take in Year One, are compulsory.

Core modules
- Business and management (ACFI151)
- Economic principles for accounting and finance (ACFI127)
- Information skills for the professional accountant (ACFI116)
- Introduction to finance (ACFI103)
- Introduction to financial accounting (ACFI101)
- Introduction to management accounting (ACFI102)
- Placement preparation module (N401)
- Quantitative methods for accounting and finance (ACFI111)
- Skills for the professional accountant (ACFI115).

Continued over...
Year Two
In your second year of study, you will start to build upon the foundations you created in your first year 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)
- Diversity management (ULMS226)
- Entrepreneurship (ULMS252)
- Introductory econometrics for business and economics (ECON233)
- Theory of the firm (ECON254).

Year in Industry (N401 only)
- ULMS placement year (ULMS299).

Final Year (Year Three/Four)
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.

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)
- Financial risk management (ACFI342)
- Football financial reporting, analysis and valuation (ACFI322)
- Principles of finance with excel (ACFI315)
- The football business (ULMS370).

Business Economics BA (Hons)
UCAS code: LN11
Programme length: 3 years

Business Economics with a Year in Industry BA (Hons)
UCAS code: LN12
Programme length: 4 years

- Develop much sought after relevant analytical skills that you’ll be able to use in many different business settings
- Opportunity to gain experience using real-time trading information, economic and financial news in our Bloomberg Trading Floor
- Recognised as an official economics programme for those looking to work in the Government Economic Service (GES).
Programme in detail
The BA Business Economics programme gives you a firm foundation of knowledge in business economics, as well as a complementary training in a focused business pathway: Accounting and Finance or International Business.

Covering the main principles of business and your chosen pathway you will also study the key areas of economics to understand and put into a business context its role within business, the UK and the wider global economy.

By developing quantitative and analytical skills as well as a broader business knowledge our graduates are highly employable, finding careers in a variety of specialist and general business related roles in companies such as Bank of America, Deloitte, PepsiCo, PwC, Sky as well as smaller specialist firms.

On the Year in Industry programme you spend Year Three on placement in industry.

Key modules
Year One
The first year aims to introduce you to the subjects that provide the foundation for an economic study of business. Upon commencing the programme you will take a combination of core modules and others determined by your chosen pathway – either Accounting and Finance or International Business.

Accounting and Finance pathway
- Development of economic thought (ECON128)
- Introduction to financial accounting (ACFI101)
- Mathematics for economics and business (ECON111)
- Principles for macroeconomics (ECON123)
- Principles for microeconomics (ECON121)
- Professional skills and employment preparation (ECON170)
- Statistics for economics and business (ECON112) plus
- Introduction to finance (ACFI103)

or

International Business pathway
- Development of economic thought (ECON128)
- Mathematics for economics and business (ECON111)
- Principles for macroeconomics (ECON123)
- Principles for microeconomics (ECON121)
- Professional skills and employment preparation (ECON170)
- Statistics for economics and business (ECON112) plus
- Global economic (and business) environment (ECON159)

and
- Introduction to finance (ACFI103).

Year Two
In your second year of study, you will start to build upon the foundations you created in your first year to start to deepen your understanding of economics and business with six core Business Economics related modules and two modules in your chosen pathway.

Accounting and Finance pathway
- International management (MKIB253)
- Introductory econometrics for business and economics (ECON233)
- Macroeconomics I (ECON223)
- Management economics (ECON234)
- Microeconomics II (ECON222)
- Microeconomics for business economics (ECON227) plus
- Financial management (ACFI204) or Financial reporting (ACFI201)

and
- Accounting theory (ACFI202) or Management accounting (ACFI203).

International Business pathway
- International management (MKIB253)
- Introductory econometrics for business and economics (ECON233)
- Macroeconomics I (ECON223)
- Management economics (ECON234)
- Microeconomics II (ECON222)
- Microeconomics for business economics (ECON227)
plus
● Financial management (ACFI204) and
● International development (MKIB261).

**Year in Industry (LN12 only)**
● ULMS placement year (ULMS299).

**Final Year (Year Three/Four)**
Your final year enables you to apply the theoretical knowledge you’ve gathered in your previous studies and apply it to specific business scenarios as well considering economy theory in relation to contemporary issues. 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.

**Core modules**
● Contemporary issues in economic policy (ECON330)
● Industrial organisation (ECON333).

**Accounting and Finance pathway**
**Selected optional modules**
● Advanced management accounting (ACFI303)
● Behavioural finance (ACFI311)
● Business finance (ACFI304)
● Capital markets (ACFI321)
● Corporate governance (ACFI320)
● Corporate reporting and analysis (ACFI302)
● Creative sector economics (ECON362)
● Derivative securities (ACFI310)
● Financial crises and defaults (ACFI319)
● Financial reporting II (ACFI309)
● Financial risk management (ACFI342)
● Football financial reporting, analysis and valuation (ACFI322)
● Game theoretical approaches to microeconomics (ECON322)
● International trade (ECON335)
● Issues in development finance (ACFI317)
● Law and economics (ECON360)
● The economics of developing countries (ECON306)
● The football business (ULMS370).

**International Business pathway**
**Selected optional modules**
● Behavioural finance (ACFI311)
● Business finance (ACFI304)
● Business in emerging economies (MKIB369)
● Capital markets (ACFI321)
● Creative sector economics (ECON362)
● Financial crises and defaults (ACFI319)
● Financial risk management (ACFI342)
● Game theoretical approaches to microeconomics (ECON322)
● Global strategic management (MKIB351)
● International economic relations (ECON354)
● International trade (ECON335)
● Issues in development finance (ACFI317)
● Law and economics (ECON360)
● The economics of developing countries (ECON306)
● The football business (ULMS370).

**Business Management BA (Hons)**
**UCAS code:** N100
**Programme length:** 3 years

**Business Management with a Year in Industry BA (Hons)**
**UCAS code:** N101
**Programme length:** 4 years

● Flexible programme allowing you to experience a wide range of management functions and help develop your personal career path
● Be taught by academic staff with professional industry experience in a variety of business sectors
● 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.

From the first year of study, 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.

On the Year in Industry programme you spend Year Three on placement in industry.

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 One

The first year will provide you with a thorough grounding in key business areas such as: management, marketing, economics, international business and finance. This foundation will aid your deeper study of business issues in the following years and help you decide which areas you enjoy when choosing future optional modules.

After your first year you will be able to interpret and analyse introductory qualitative and quantitative techniques appropriate to a business context and effectively communicate business related research findings. As well as understanding Business Management relevant concepts and problem-solving techniques you’ll also develop your employability skills and attributes.

Core modules

- Business statistics (ECON154)
- Economic principles for business and markets (ECON127)
- Fundamentals of marketing (MKIB153)
- International business environment (MKIB152)
- Introduction to accounting and finance (non-specialist) (ACFI107)
- Organisations and management (ULMS151)
- Placement preparation module (ULMS170)
- Principles in operations management (EBUS102)
- The new professional (ULMS115).

Year Two

In your second year of study you will build upon the foundations you created in your first year 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)
- Entrepreneurship (ULMS252)
  or
- Innovation and entrepreneurship (ULMS259)
- Introduction to people management (ULMS206)
- Theory of the firm (ECON254).

Continued over...
Semester One: choose one of the following:
- Academic problem solving and methods (ULMS215)
- Contemporary developments in employment relations (ULMS216)
- Diversity management (ULMS226)
- Financial management for business (optional for continuing students) (ACFI205)
- Forms of enterprise and entrepreneurship (MKIB235)
- International finance (non-specialist) (ACFI260)
- Operations management: tools and techniques (EBUS209)
- Services marketing (MKIB255).

Semester Two: choose one of the following:
- Fundraising management (ULMS230)
- Government and business (ULMS205)
- Identity, culture and organisation (ULMS268)
- International management (MKIB253)
- Leadership and performance management (ULMS266)
- Market research (MKIB256)
- Sales and negotiation (ULMS217).

Year in Industry (N101 only)
- ULMS placement year (ULMS299).

Final Year (Year Three/Four)
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).

Selected optional modules
- Advanced entrepreneurship (ULMS360)
- Behavioural finance (ACFI311)
- Business analytics and big data management (EBUS305)
- Business in Latin America (MKIB359)
- Contemporary issues in human resource management (ULMS364)
- Contemporary issues in marketing theory and practice (MKIB302)
- Corporate governance (ACFI320)
- Critical perspectives in management (ULMS366)
- Dissertation (ULMS399)
- E-business models and strategy (EBUS301)
- Events management (MKIB367)
- Football financial reporting, analysis and valuation (ACFI322)
- Global strategic management (MKIB351)
- Human resource management and professional practice (ULMS315)
- International economic relations (ECON354)
- International marketing (MKIB356)
- Issues in development finance (ACFI317)
- Management accounting for business (ACFI307)
- Marketing strategy (MKIB363)
- Project management (EBUS308)
- Psychological approaches to decision-making (ULMS351)
- Social enterprise (MKIB301)
- Supply chain operations management (EBUS306)
- The football business (ULMS370)
- Tourism (MKIB337)
- Work experience module (ULMS300).
Business Joint BA

A Joint (50%) Business programme through Honours Select provides a balance of business knowledge with your other chosen subject with your modules split 50/50 between the two.

Please note: you cannot trade up to Major or Single Honours when applying for Business as a joint subject.

Year One
Core modules
- Economic principles of business and management (ECON127)
- Functions of business I (ULMS101)
- Functions of business II (ULMS102)
- International business environment (MKIB152).

Year Two
Core modules
- Business ethics (PHIL272)
- Business in the global economy (MKIB225)
- Financial management for business (ACFI205)
- Principles of people management (ULMS207).

Year Three
Core modules
- Managing knowledge (ULMS352)
- Psychological approaches to decision-making (ULMS351)
- Strategic management and business policy (ULMS353).

Selected optional modules
- E-business models and strategy (EBUS301)
- Events management (MKIB367)
- Global strategic management (MKIB351)
- International marketing (MKIB356)
- Tourism (MKIB337).

See page 46 for more information on Honours Select.

Economics BSc (Hons)
UCAS code: L100
Programme length: 3 years

Economics with a Year in Industry
BSc (Hons)
UCAS code: L101
Programme length: 4 years

- Be taught the latest economic thinking by highly regarded researchers from around the world
- Develop specialist analytical skills to understand the complexity behind domestic and international economies
- 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 students’ 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.

On the Year in Industry programme you spend Year Three on placement in industry.

Continued over...
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 One
The first year will give you a strong foundation in economics, statistics and mathematics, and equip you with the qualitative and quantitative techniques needed to address economic issues. The finance pathway will also provide an introduction to finance and financial accounting.

Economics pathway
Core modules
- Development of economic thought (ECON128)
- Mathematical economics (ECON113)
- Principles of macroeconomics (ECON123)
- Principles of microeconomics (ECON121)
- Professional skills and employment preparation (ECON170)
- Statistics for economics and business (ECON112).

Selected optional modules
- Global economic (and business) environment (ECON159) or Introduction to financial accounting (ACFI101)
- Introduction to finance (ACFI103) or Introduction to managerial accounting (ACFI102).

Finance pathway
Core modules
- Development of economic thought (ECON128)
- Introduction to finance (ACFI103)
- Introduction to financial accounting (ACFI101)
- Mathematical economics (ECON113)
- Principles of macroeconomics (ECON123)
- Principles of microeconomics (ECON121)
- Professional skills and placement preparation (ECON170)
- Statistics for economics and business (ECON112).

Year Two
In your second year of study, you will build upon your first year modules in microeconomics and macroeconomics and introduce you 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 (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 (ECON211).

Year in Industry (L101 only)
- ULMS placement year (ULMS299).
Final Year (Year Three/Four)

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).

Selected optional modules
- Behavioural finance (ACFI311)
- Creative sector economics (ECON362)
- Economic growth and innovation (ECON363)
- Economics of banking (ECON323)
- Financial crises and defaults (ACFI319)
- Financial economics (ECON308)
- Game theoretical approaches to microeconomics (ECON322)
- Industrial organisation (ECON333)
- International trade (ECON335)
- Issues in development finance (ACFI317)
- Law and economics (ECON360)
- Methods of economic investigation: microeconometrics (ECON312)
- Methods of economic investigation: time series econometrics (ECON311)
- The economics of developing countries (ECON306).

Finance pathway
Core modules
- Advanced macroeconomics (ECON343) or Applied international macroeconomics (ECON346)
- Advanced microeconomics (ECON342)
- Business finance (ACFI304)
- Financial risk management (ACFI342).

Selected optional modules
- Behavioural finance (ACFI311)
- Capital markets (ACFI321)
- Creative sector economics (ECON362)
- Derivative securities (ACFI310)
- Economic growth and innovation (ECON363)
- Economics of banking (ECON323)
- Financial crises and defaults (ACFI319)
- Financial economics (ECON308)
- Football financial reporting, analysis and valuation (ACFI322)
- Game theoretical approaches to microeconomics (ECON322)
- Industrial organisation (ECON333)
- International trade (ECON335)
- Issues in development finance (ACFI317)
- Law and economics (ECON360)
- Methods of economic investigation: microeconometrics (ECON312)
- Methods of economic investigation: time series econometrics (ECON311)
- The economics of developing countries (ECON306).

Economics Joint BA

You will be provided with an accessible introduction to the basic principles of economics, followed by applied topics in more advanced modules.

A Joint (50%) Economics programme through Honours Select provides a balance of the basic principles of economics with your other chosen subject with your modules split 50/50 between the two.

Please note: you cannot trade up to Major or Single Honours when applying for Economics as part of a joint course.

Continued over...
Year One
Core modules
- Mathematical economics (ECON113)
- Principles of macroeconomics (ECON123)
- Principles of microeconomics (ECON121)
- Statistics for economics and business (ECON112).

Year Two
Core modules
- Macroeconomics I (ECON223)
- Macroeconomics II (ECON224)
- Microeconomics I (ECON221)
- Microeconomics II (ECON222).

Final Year
Core modules
- Advanced microeconomics (ECON342)
- Advanced macroeconomics (ECON343) or Applied international macroeconomics (ECON346).

Selected optional modules
- Behavioural finance (ACFI311)
- Creative sector economics (ECON362)
- Econometrics I (ECON212)
- Financial crises and defaults (ACFI319)
- Game theoretical approaches to decision-making (ECON322)
- Industrial organisation (ECON333)
- Law and economics (ECON360)
- The economics of developing countries (ECON306).

See page 46 for more information on Honours Select.

Finance BSc (Hons)
UCAS code: N301
Programme length: 3 years

Finance with a Year in Industry BSc (Hons)
UCAS code: N302
Programme length: 4 years

- Aimed towards students aspiring to pursue a career in finance
- Be taught by Finance research-active members of staff with expertise in a wide range of financial areas providing valuable insights into the current financial world
- Specially designed programme to utilise significant investment into one of the largest University Trading Suites to help emphasise the practical applications of financial theories using the industry standard Bloomberg Professional.

Programme in detail
Our new BSc (Hons) Finance programme has strong theoretical and quantitative foundations and follows a practice-led approach covering the core aspects of finance.

Choosing this specialist course can give you an advantage in a range of financial related careers or even further study. Our new programme benefits from the outstanding links we have in the financial sector and industry.

This programme is also available with a Year in Industry, allowing you to put all the financial theories and knowledge you have gained into practice within a specialist financial company.

On the Year in Industry programme you spend Year Three on placement in industry.

Links with professional bodies
With close industry links, excellent teaching, and quality content the programme allows exemptions from various examination papers upon successful completion of certain modules. We are also working towards further financial related accreditation.

Key modules
Year One
In your first year, you will take eight compulsory modules in mathematics, statistics, economics and accounting that will provide strong foundations for the subsequent years of study. One of the modules will introduce you to the skills required by a finance professional as part of the preparation for their post-graduation careers.
Core modules
- Introduction to finance (ACFI103)
- Introduction to financial accounting (ACFI101)
- Introduction to management accounting (ACFI102)
- Mathematical economics (ECON113)
- Placement preparation module (ULMS170) (N302 only)
- Principles of macroeconomics (ECON123)
- Principles of microeconomics (ECON121)
- Skills for the finance professional (ECON118)
- Statistics for economics and business (ECON112).

Year Two
You will build on the foundations laid in the first year and extend your knowledge of finance by studying key areas of the subject such as ethical considerations and regulations.

Core modules
- Econometrics I (ECON212)
- Econometrics II (ECON213)
- Ethics and regulations in finance (ECON230)
- Financial management (ACFI204)
- Financial reporting and analysis (ACFI220)
- International finance (non-specialist) (ACFI260)
- Mathematical economics II (ECON211)
- Securities markets (ECON241).

Year in Industry (N302 only)
- ULMS placement year (ULMS299).

Final Year (Year Three/Four)
In your final year you will have the opportunity of applying the theories you have learnt to practical issues by taking a year-long dissertation module. The third year will also cover core areas of finance such as Business Finance, Derivatives, Capital Markets and Risk Management.

Core modules
- Business finance (ACFI304)
- Capital markets (ACFI321)
- Derivative securities (ACFI310)
- Financial risk management (ACFI342)
- Project in finance (ACFI318).

Selected optional modules
- Behavioural finance (ACFI311)
- Corporate governance (ACFI320)
- Financial crises and details (ACFI319)
- Issues in development finance (ACFI317)
- Methods of economic investigation I: time series econometrics (ECON311)
- Methods of economic investigation II: microeconometrics (ECON312)
- Principles of finance with excel (ACFI315)
- Quantitative financial economics (ECON308).

International Business BA (Hons)
UCAS code: N120
Programme length: 3 years

International Business with a Year in Industry BA (Hons)
UCAS code: N121
Programme length: 4 years

- 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
- 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
- Visit a continental European city to experience first-hand another country’s economy in your first year 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.

Continued over...
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 One**

The first year aims to introduce you to both the fundamentals of management studies and the basic concepts and skills necessary for a broad understanding of the international business environment. In your second semester you will visit a continental European city to experience first-hand another country’s economy for the module Global capitalist systems.

Upon successful completion of your first year, you will be able to understand concepts relevant to International Business and the differences between the business systems of the world’s leading economies. With the ability to understand and interpret introductory qualitative and quantitative techniques you’ll be able to communicate research findings in the area of International Business. You’ll also develop your employability skills and attributes.

**Core modules**

- Fundamentals of marketing (MKIB153)
- Global capitalist systems (MKIB160)
- International business environment (MKIB152)
- Introduction to accounting and finance (non-specialist) (ACFI107)
- Organisations and management (ULMS151)
- Professional skills for international business (MKIB116).

**Selected optional modules**

- Business statistics (ECON154) or language module
- Economic principles for business and markets (ECON127) or language module
- Placement preparation module (ULMS170) (N121 only).

**Languages pathway**

- Catalan, Chinese, French, German, Italian, Spanish (various levels available).

**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. Those choosing the language pathway can continue with their chosen language modules.

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 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).

Selected optional modules
- Diversity management (ULMS226)
- European Union and business (MKIB250)
- Government and business (ULMS205)
- Identity, culture and organisation (ULMS268)
- International business law (MKIB240)
- Introduction to people management (ULMS206)
- Market research (MKIB256).

Languages pathway
- Catalan, Chinese, French, German, Italian, Spanish (various levels available).

Year in Industry (N212 only)
- ULMS placement year (ULMS299).

Final Year (Year Three/Four)
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).

Selected optional modules
- Business in Latin America (MKIB359)
- Corporate governance (ACFI320)
- Critical perspectives in management (ULMS366)
- Independent study module (international business) (MKIB335/MKIB336)
- International marketing (MKIB356)
- Managing knowledge for innovation (ULMS352)
- Psychological approaches to decision-making (ULMS351)
- The football business (ULMS370)
- Tourism (MKIB337).

Languages pathway
- Catalan, Chinese, French, German, Italian, Spanish (various levels available).

Marketing BA (Hons)
UCAS code: N500
Programme length: 3 years

Marketing with a Year in Industry BA (Hons)
UCAS code: N501
Programme length: 4 years

- Accredited by the Chartered Institute of Marketing (CIM) giving you a head start in a future marketing career
- Specialist modules including digital marketing, branding, market research, relationship marketing, e-Business and marketing strategy
- 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.

Continued over...
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.

On the Year in Industry programme you spend Year Three on placement in industry.

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 One
The first year will introduce you to both the fundamentals of management studies and the basic concepts and skills necessary for a broad understanding of the marketing environment as well as the professional and academic skills needed for business.

Upon successful completion of your first year, you will be able to understand the baseline concepts relevant to business and management and functional element of marketing management. You’ll be able to use introductory qualitative and quantitative techniques and communicate research findings in the areas of marketing and business as well as develop your employability skills and attributes.

Core modules
- Business statistics (ECON154)
- Consumer behaviour (MKIB155)
- Economic principles for business and markets (ECON127)
- Fundamentals of marketing (MKIB153)
- International business environment (MKIB152) (N500 only)
- Introduction to accounting and finance (non-specialist) (ACFI107)
- Organisations and management (ULMS151)
- Placement preparation module (ULMS170) (N501 only)
- Professional and academic skills for marketing (MKIB115).

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 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)
- Business for the global economy (MKIB225), International management (MKIB253) or Sales and negotiation (ULMS217)
- Market research (MKIB256)
- Retail marketing (MKIB230)
- Services marketing (MKIB255).

Selected optional modules
- Diversity management (ULMS226)
- Entrepreneurship (ULMS252)
- Forms of enterprise and entrepreneurship (MKIB235)
- Innovation and entrepreneurship (ULMS259)
- International finance (non-specialist) (ACFI260)
- Operations management: tools and techniques (EBUS209)
- Theory of the firm (ECON254).
Year in Industry (N501 only)
- ULMS placement year (ULMS299).

Final Year (Year Three/Four)
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
- International marketing (MKIB356)
- Marketing and society (MKIB355)
- Marketing strategy (MKIB363)
- Relationship marketing (MKIB362)
- Strategic management and business policy (ULMS353).

Selected optional modules
- Business in Latin America (MKIB359)
- Contemporary issues in marketing theory and practice (MKIB302)
- Corporate communications (MKIB372)
- Critical perspectives in management (ULMS366)
- Digital marketing (MKIB365)
- Dissertation (ULMS399)
- E-business models and strategy (EBUS301)
- Events management (MKIB367)
- Global strategic management (MKIB351)
- Independent study module (Marketing) (MKIB333/MKIB334)
- International economic relations (ECON354)
- Managing knowledge for innovation (ULMS352)
- Psychological approaches to decision-making (ULMS351)
- Social enterprise (MKIB301)
- The football business (ULMS370)
- Tourism (MKIB337)
- Work experience module (ULMS300).

Degrees offered with other departments

Financial Computing BSc (Hons)
UCAS code: GN34
Programme length: 3 years

Financial Computing with a Year in Industry BSc (Hons)
UCAS code: G3N4
Programme length: 3 years

Financial Computing is at the very heart of the world’s global financial centres, from Wall Street to Chicago, London and Tokyo.

Taught in conjunction with the Management School and bringing together finance, economics and computing, this dynamic programme will develop your knowledge and skills in aspects of financial services from understanding and creating algorithms; financial accounting; designing, implementing and evaluating software systems to analysing stock portfolios and operating financial markets.

On G3N4 you spend a year on industrial placement acquiring experience and awareness of practical business and industrial environments.

For more information download the Electrical Engineering, Electronics and Computer Science brochure from liverpool.ac.uk/study/undergraduate/courses/publications
Actuarial Mathematics BSc (Hons)
UCAS code: NG31
Programme length: 3 years

A programme aimed at those students who see themselves working in the world of insurance, financial or governmental services, where actuarial mathematics plays a key role.

We have accreditation from the Institute and Faculty of Actuaries, the professional body for actuaries in the UK. Currently, our students can receive exemptions for CT1, CT2, CT3, CT4, CT5, CT6, CT7 and CT8 of the professional actuarial exams.

For more information download the Mathematical Sciences brochure from liverpool.ac.uk/study/undergraduate/courses/publications

Mathematics and Economics BSc (Joint Hons)
UCAS code: GL11
Programme length: 3 years

Consider studying Mathematics and Economics GL11 if you really want to enhance your job opportunities. The two subjects come very much hand-in-hand and offer a firm foundation for your future career.

Economics and mathematics are both highly relevant subjects in today’s world. This degree combines them in about equal measure, with considerable flexibility in the choice of modules after Year One. Modules covered include Microeconomics, Macroeconomics, Statistics, Numbers, groups and codes, as well as core mathematics modules.

For more information download the Mathematical Sciences brochure from liverpool.ac.uk/study/undergraduate/courses/publications

Mathematics and Business Studies BSc (Joint Hons)
UCAS code: GN11
Programme length: 3 years

This programme combines Mathematics and Business Studies in equal proportions, so is ideal if you want to pursue Mathematics to a high level and also take advantage of the Business Studies programmes.

The options available in Mathematics are very wide and you can to a large extent follow your own interests in the subject, specialising in the pure side or taking applied modules as well as those in statistics and operational research.

For more information download the Mathematical Sciences brochure from liverpool.ac.uk/study/undergraduate/courses/publications

Mathematics with Finance BSc (Hons)
UCAS code: G1N3
Programme length: 3 years

This is one of our most popular degree programmes with great employment potential. The programme is designed primarily for those who wish to work in finance, insurance or banking after graduation. We have accreditation from the Institute and Faculty of Actuaries. Currently our students can receive exemptions for CT1, CT2, CT3 and CT4 of the professional actuarial exams conducted by the Institute and Faculty of Actuaries, the professional body for actuaries in the UK.

For more information download the Mathematical Sciences brochure from liverpool.ac.uk/study/undergraduate/courses/publications
Politics and International Business
BA (Joint Hons)
UCAS code: LN21
Programme length: 3 years

This programme takes advantage of the combined expertise of staff in Politics and in the University of Liverpool Management School and explores the links between politics and international business.

You will be given a broad introduction to key theoretical and analytical approaches to understanding the relationship between politics and international business and will apply these approaches to everyday settings.

The international emphasis of this programme is unique and distinct from the alternative combination of ‘politics and business’, offered through Honours Select.

For more information download the Politics brochure from liverpool.ac.uk/study/undergraduate/courses/publications

Law with Accounting and Finance LLB (Hons)
UCAS code: M101
Programme length: 3 years

This degree draws upon the existing strength of both the Liverpool Law School and the University of Liverpool’s Management School in a programme which allows you to obtain a Qualifying Law Degree for professional purposes.

You will study core modules known as the ‘Foundations of Legal Knowledge’ alongside Accounting and Finance modules that cover day-to-day financial matters of business.

For more information download the Law brochure from liverpool.ac.uk/study/undergraduate/courses/publications
## Core and selected optional modules overview Year One

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and management ACFI151</td>
<td>1</td>
<td>15</td>
<td>Provides an understanding of how businesses operate and how accounting and finance functions support businesses in achieving their objectives.</td>
</tr>
<tr>
<td>Business statistics ECON154</td>
<td>2</td>
<td>15</td>
<td>Provides an introduction to business statistics for the non-specialist. It aims to provide a broad understanding of the nature of variability and why it is an issue for managers. It will also provide you with the ability to derive and understand a variety of graphs and statistics which can be produced in Microsoft Excel and which provide a means for managers to make intelligent use of statistics in the process of management and decision-making.</td>
</tr>
<tr>
<td>Consumer behaviour MKIB155</td>
<td>2</td>
<td>15</td>
<td>How customers and consumers really behave has been highlighted as one of the fundamental issues which serve to establish the identity of the field of marketing, distinguish it from other fields and disciplines and compel further research inquiry. This module has been designed to equip you with the knowledge and skills to explore this question.</td>
</tr>
<tr>
<td>Development of economic thought ECON128</td>
<td>1</td>
<td>15</td>
<td>Develops students' understanding of the economic discipline, key skills in the construction of economic argument and comparative analysis and provides a foundation for further studies in the discipline.</td>
</tr>
<tr>
<td>Economic principles for business and markets ECON127</td>
<td>1</td>
<td>15</td>
<td>Gives an understanding of the central economic problem (scarcity) and the nature of economics.</td>
</tr>
<tr>
<td>Functions of business I ULMS101</td>
<td>1</td>
<td>15</td>
<td>Provides an overview of three key business functions: accounting and finance; human resource management and marketing; introduces basic financial instruments utilised by organisations; outlines key elements of the marketing mix; develops awareness of segmentation, targeting and position; explores the main roles of people management; explores the principle actors in the employment relationship.</td>
</tr>
<tr>
<td>Functions of business II ULMS102</td>
<td>2</td>
<td>15</td>
<td>Builds on Functions of Business I. The focus moves from technical to operational aspects of finance, marketing and HR such that students will be introduced to the customer, financial and human implications of organisational decisions.</td>
</tr>
<tr>
<td>Fundamentals of marketing MKIB153</td>
<td>1</td>
<td>15</td>
<td>Provides a grounded appreciation of the utility and universality of a marketing orientation as the process by which organisations align themselves to their operating environment, customers/stakeholders and markets.</td>
</tr>
<tr>
<td>Global capitalist systems MKIB160</td>
<td>2</td>
<td>15</td>
<td>Introduces students to the economic and business development of the major industrialised nations since 1945 and the more recent rise of emerging economies. The module also aims to enhance student learning and teamwork through a residential study abroad trip.</td>
</tr>
<tr>
<td>Global economic (and business) environment ECON159</td>
<td>1</td>
<td>15</td>
<td>Introduces the theoretical basis of economic integration, the main economic features of the European Union, the workings of the main institutions and the major current policy issues.</td>
</tr>
<tr>
<td>Module title</td>
<td>Semester</td>
<td>Credit</td>
<td>Module description</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>----------</td>
<td>--------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Information systems for accountants <strong>ACFI116</strong></td>
<td>2</td>
<td>15</td>
<td>Provides an understanding of some of the skills required of the professional accountant in the current business environment, and the opportunity to acquire and apply those skills.</td>
</tr>
<tr>
<td>International business environment <strong>MKIB152</strong></td>
<td>2</td>
<td>15</td>
<td>Covers issues including the role and behaviour of multinational enterprises in the global economy, the business models used by firms internationalising and the changing institutional and regulatory frameworks influencing international trade. Discussion will also be made of the distinction between internationalisation and globalisation.</td>
</tr>
<tr>
<td>Introduction to accounting and finance (non-specialist) <strong>ACFI107</strong></td>
<td>1</td>
<td>15</td>
<td>Gives an understanding of the basic principles of financial accounting and the basic techniques of preparation of such statements. Provides the ability to analyse firm performance and position using financial ratios. Finally, gives an understanding of basic costing techniques in order to facilitate managerial decision-making and of the role and structure of budgets in an organisation.</td>
</tr>
<tr>
<td>Introduction to finance <strong>ACFI103</strong></td>
<td>2</td>
<td>15</td>
<td>Introduces the goals and governance of the firm, how financial markets work and the importance of finance.</td>
</tr>
<tr>
<td>Introduction to financial accounting <strong>ACFI101</strong></td>
<td>1</td>
<td>15</td>
<td>Develops knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double entry accounting techniques in recording transactions, adjusting financial records and preparing basic financial statements.</td>
</tr>
<tr>
<td>Introduction to management accounting <strong>ACFI102</strong></td>
<td>2</td>
<td>15</td>
<td>Introduces the nature and purpose of management accounting and establishes a sound foundation in its fundamental techniques.</td>
</tr>
<tr>
<td>Mathematical economics <strong>ECON113</strong></td>
<td>1</td>
<td>15</td>
<td>Introduces techniques of proof and mathematical methods that will be assumed elsewhere in the programme. It prepares you for the Year Two Mathematical economics II option, which is a prerequisite for certain Year Three modules.</td>
</tr>
<tr>
<td>Mathematics for economics and business <strong>ECON111</strong></td>
<td>1</td>
<td>15</td>
<td>Introduces the application of mathematics to economics, management and accounting. The material will show how mathematical methods can be applied to problems in market analysis, compound interest, investment appraisal and agent optimisation (eg consumer utility maximisation and firm profit maximisation).</td>
</tr>
<tr>
<td>Organisations and management <strong>ULMS151</strong></td>
<td>1</td>
<td>15</td>
<td>Provides a comprehensive foundation to the study of management theory and its application in practice. It seeks to consider the conceptual frameworks relevant to the behaviour of individuals and groups in organisations, and the issues which are raised in their management.</td>
</tr>
<tr>
<td>Placement preparation module <strong>ULMS170</strong></td>
<td>2</td>
<td>15</td>
<td>Prepares students for a year in industry by providing them with the skills required to secure a work placement.</td>
</tr>
<tr>
<td>Principles in operations management <strong>EBUS102</strong></td>
<td>2</td>
<td>15</td>
<td>Provides a study of the key principles, systems and techniques used to assure effective operations management. The module covers an extensive range of subjects including demand management, quality management, people management and production management.</td>
</tr>
</tbody>
</table>

Please note: modules are illustrative only and subject to change.
## Core and selected optional modules overview Year One (continued)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Principles of macroeconomics</strong> ECON123</td>
<td>2</td>
<td>15</td>
<td>Complements and builds on principles of microeconomics and provides a foundation for further studies in macroeconomics. Introduces concepts and theories of economics which help understand changes in the macroeconomic environment.</td>
</tr>
<tr>
<td><strong>Principles of microeconomics</strong> ECON121</td>
<td>1</td>
<td>15</td>
<td>Acquaints you with elementary microeconomic theory. We will cover: definitions and concepts in (micro) economics, consumer theory, producer theory, perfect competition, imperfect competition, externalities and public goods. The mathematics content will include some basic algebra, equations of the straight line and elementary calculus.</td>
</tr>
<tr>
<td><strong>Professional and academic skills for international business students</strong> MKIB116</td>
<td>1</td>
<td>15</td>
<td>Provides a solid base of academic and professional skills required for success at university and in the graduate career market.</td>
</tr>
<tr>
<td><strong>Professional skills and employment preparation</strong> ECON170</td>
<td>2</td>
<td>15</td>
<td>Provides students with the key skills required of the professional economist in the current business environment and to prepare students for an Economics-based year in industry and beyond; provides the opportunity to acquire, develop and apply the skills required to secure a work placement.</td>
</tr>
<tr>
<td><strong>Quantitative methods for accounting and finance</strong> ACFI111</td>
<td>1</td>
<td>15</td>
<td>Provides an introduction to quantitative methods that will assist students in establishing basic mathematical, quantitative and statistical skills for the study of accounting and finance.</td>
</tr>
<tr>
<td><strong>Skills for the finance professional</strong> ECON118</td>
<td>1</td>
<td>15</td>
<td>Develops team work, individual presentation and group presentation skills. Students will also develop an awareness of themselves as finance professionals, to reflect on their professional development in terms of strengths and weaknesses and to develop key employability skills aligned with employer expectations.</td>
</tr>
<tr>
<td><strong>Skills for professional economists</strong> ECON115</td>
<td>1</td>
<td>15</td>
<td>Provides students with an understanding of some of the skills required of the professional economist in the current business environment, and the opportunity to acquire and apply those skills.</td>
</tr>
<tr>
<td><strong>Skills for the professional accountant</strong> ACFI115</td>
<td>2</td>
<td>15</td>
<td>Builds on the book-keeping techniques used in introduction to financial accounting and applies them using computerised financial accounting software.</td>
</tr>
<tr>
<td><strong>Statistics for economics and business</strong> ECON112</td>
<td>2</td>
<td>15</td>
<td>Gives students an understanding of how statistics operates in Business and Economics.</td>
</tr>
<tr>
<td><strong>The new professional</strong> ULMS115</td>
<td>1</td>
<td>15</td>
<td>Provides a solid base of academic and professional skills required for success at university and in the graduate career market.</td>
</tr>
</tbody>
</table>

Please note: modules are illustrative only and subject to change.
## Core and selected optional modules overview Year Two

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic problem solving and methods <strong>ULMS215</strong></td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Accounting theory <strong>ACFI202</strong></td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Advanced academic and professional skills for international business <strong>MKIB216</strong></td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Alternative perspectives in economics <strong>ECON250</strong></td>
<td>1</td>
<td>15</td>
<td>Since the financial crash there seems to have been a growing interest in economic ideas in economics that challenge orthodox views. This unit provides an introduction to alternative ideas in economics. It provides you 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.</td>
</tr>
<tr>
<td>Analysis of big data: programming, data management and visualisation <strong>ECON215</strong></td>
<td>1</td>
<td>15</td>
<td>This module is particularly useful for those students whose future careers focus on relatively sophisticated or large scale data analysis and management in business, finance or economics. It is also useful for those wishing to pursue other research careers in economics or econometrics which often require general programming skills.</td>
</tr>
<tr>
<td>Audit and assurance <strong>ACFI210</strong></td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Behavioural economics <strong>ECON251</strong></td>
<td>1</td>
<td>15</td>
<td>An optional module addressing the interaction of economic theory with psychology and investigating the way in which psychological findings can inform economics. This module will be useful in preparation for Year Three modules in Behavioural finance and Economics of arts and culture.</td>
</tr>
</tbody>
</table>

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

Continued over...
<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branding</strong> MKIB202</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Business and employment law ULMS202</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Business ethics</strong> PHIL270/PHIL271/PHIL272</td>
<td>1 or 2</td>
<td>15</td>
<td>Introduces and explains major contemporary perspectives on corporate behaviours.</td>
</tr>
<tr>
<td>Business in the global economy MKIB225</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Business law</strong> ACFI211</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Contemporary developments in employment relations ULMS216</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Corporate social responsibility ULMS251</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Diversity management ULMS226</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Econometrics I ECON212</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Econometrics II ECON213</td>
<td>2</td>
<td>15</td>
<td>Builds on Basic econometrics I.</td>
</tr>
<tr>
<td>Entrepreneurship ULMS252</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Module title</td>
<td>Semester</td>
<td>Credit</td>
<td>Module description</td>
</tr>
<tr>
<td>-------------------------------------------------------</td>
<td>----------</td>
<td>--------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Ethics and regulations in finance <strong>ECON230</strong></td>
<td>1</td>
<td>15</td>
<td>Develops the knowledge and skills to understand and critically evaluate the implications of ethical issues in the context of finance with particular reference to the CFA Institute Code of Ethics and the Standards of Professional Conduct. Provides a critical understanding of the role, nature and implications of the current structure of regulation of banks and international financial markets.</td>
</tr>
<tr>
<td>European Union and business</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Financial management <strong>ACFI204</strong></td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Financial management for business <strong>ACFI205</strong></td>
<td>1</td>
<td>15</td>
<td>Explores a framework to allow understanding of the role of financial management in the business and of how financial management supports decision making by managers.</td>
</tr>
<tr>
<td>Financial reporting I <strong>ACFI201</strong></td>
<td>1</td>
<td>15</td>
<td>Enables students to prepare single entity financial statements, and extracts from those financial statements, covering a wide range of international financial reporting standards (IFRS).</td>
</tr>
<tr>
<td>Financial reporting and analysis <strong>ACFI220</strong></td>
<td>2</td>
<td>15</td>
<td>Provides students with the theoretical knowledge, the techniques and skills needed to interpret financial data as a financial analyst.</td>
</tr>
<tr>
<td>Forms of enterprise and entrepreneurship <strong>MKIB235</strong></td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Fundraising management <strong>ULMS230</strong></td>
<td>2</td>
<td>15</td>
<td>Provides a critical analysis of the fundraising methods available to not-for-profit organisations and develops relevant skills.</td>
</tr>
<tr>
<td>Government and business <strong>ULMS2205</strong></td>
<td>2</td>
<td>15</td>
<td>Explores the relationship between government and business, including regulation, government support and the governing process.</td>
</tr>
<tr>
<td>Identity, culture and organisation <strong>ULMS268</strong></td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Innovation and entrepreneurship <strong>ULMS259</strong></td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Integrated marketing communications <strong>MKIB257</strong></td>
<td>1</td>
<td>15</td>
<td>Introduces the basic constructs of marketing communications and examines the ways in which marketing communications can be integrated.</td>
</tr>
</tbody>
</table>

Please note: modules are illustrative only and subject to change.
### Core and selected optional modules overview Year Two (continued)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>International business law MKIB240</td>
<td>2</td>
<td>15</td>
<td>Introduces the context of law and regulation, as it impacts on business at both the local national and transnational level.</td>
</tr>
<tr>
<td>International development MKIB261</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>International finance (non-specialist) ACFI260</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>International management MKIB253</td>
<td>2</td>
<td>15</td>
<td>Introduces you to key issues in international business and management from the perspective of the multinational enterprise.</td>
</tr>
<tr>
<td>Introduction to people management ULMS206</td>
<td>1</td>
<td>15</td>
<td>Introduces students to the theoretical perspectives, roles, and practical activities associated with people management in contemporary organisations helping to prepare students for the workplace.</td>
</tr>
<tr>
<td>Introductory econometrics for business and economics ECON233</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Leadership and performance management ULMS266</td>
<td>2</td>
<td>15</td>
<td>Introduces the theoretical perspectives, roles, and practical activities associated with leadership and performance management in contemporary organisations.</td>
</tr>
<tr>
<td>Macroeconomics I ECON223</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Macroeconomics II ECON224</td>
<td>2</td>
<td>15</td>
<td>Builds on Macroeconomics I.</td>
</tr>
<tr>
<td>Management accounting ACFI203</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Market research MKIB256</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Module title</td>
<td>Semester</td>
<td>Credit</td>
<td>Module description</td>
</tr>
<tr>
<td>-----------------------------------------------------------------</td>
<td>----------</td>
<td>--------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Mathematical economics II</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Microeconomics I</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Microeconomics II</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Microeconomics for business economics</td>
<td>1</td>
<td>15</td>
<td>Provides 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. It prepares you for the more advanced modules in Year Two and Three like Microeconomics II and Game theory.</td>
</tr>
<tr>
<td>Operations management: tools and techniques</td>
<td>1</td>
<td>15</td>
<td>Introduces a range of operations management theories and considers their application to contemporary business environments.</td>
</tr>
<tr>
<td>Organisational structures and design</td>
<td>1</td>
<td>15</td>
<td>Provides students with the knowledge of the fundamental processes which make up a typical business and explores the interactions between the problems and decisions faced by these functions.</td>
</tr>
<tr>
<td>Principles of finance with excel</td>
<td>1</td>
<td>15</td>
<td>Provide a greater awareness of the capability of Excel in the financial environment including its modelling capabilities.</td>
</tr>
<tr>
<td>Principles of people management</td>
<td>1</td>
<td>15</td>
<td>Introduces the theoretical perspectives, roles, and practical activities associated with people management in contemporary organisations in an international context. Explores current challenges concerning people management and its application within contemporary business and organisational environments, preparing students for the workplace and exploring ethical perspectives.</td>
</tr>
<tr>
<td>Retail marketing</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Sales and negotiation</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
</tbody>
</table>

Please note: modules are illustrative only and subject to change.
## Core and selected optional modules overview Year Two (continued)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Securities markets ECON241</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Services marketing MKIB255</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Tax compliance ACFI212</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Theory of the firm ECON254</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
</tbody>
</table>

Please note: modules are illustrative only and subject to change.
## Core and selected optional modules overview Years Three/Four

Please note: Year in Industry programmes will take 'ULMS placement year' only during Year Three.

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced auditing ACFI301</td>
<td>2</td>
<td>15</td>
<td>Develops an understanding of the critical aspects of managing an assurance engagement (including audit engagements): acceptance, planning, managing, concluding and reporting.</td>
</tr>
<tr>
<td>Advanced entrepreneurship ULMS360</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Advanced macroeconomics ECON343</td>
<td>2</td>
<td>15</td>
<td>Builds on the intermediate macroeconomics curriculum by developing some formal models in depth and widening the topics covered. The module will commence by considering the political economy perspective of macroeconomic processes. It will then proceed with an in-depth look at the Solow growth model, which will contain a full formal treatment. This will be followed by consideration of alternative views of the business cycle and lectures on the role of exchange rates and commodity prices.</td>
</tr>
<tr>
<td>Advanced management accounting ACFI303</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Advanced microeconomics ECON342</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Advanced taxation ACFI305</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Applied international macroeconomics ECON346</td>
<td>2</td>
<td>15</td>
<td>Encourages critical reflection in combination with formal modelling skills applied to macroeconomic models and in the context of international interaction.</td>
</tr>
<tr>
<td>Becoming a leader ULMS310</td>
<td>1</td>
<td>15</td>
<td>Introduces the practical application of leadership theory. You will employ critical reflection to gain a better understanding of how they can develop and grow as a leader within an organisational context. Themes covered will include; leadership in the 21st Century, developing a personal leadership brand and understanding the leader-follower relationship. This is a blended module that is delivered with both online and on-campus learning and teaching.</td>
</tr>
</tbody>
</table>

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

Continued over...
### Core and selected optional modules overview Years Three/Four (continued)

*Please note: Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.*

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioural finance ACFI311</td>
<td>2</td>
<td>15</td>
<td>Provides knowledge and understanding of theoretical and empirical limitations of and challenges to the efficient markets hypothesis.</td>
</tr>
<tr>
<td>Business analytics and big data management EBUS305</td>
<td>1</td>
<td>15</td>
<td>Develops an understanding of what business analytics and big data are and their relevance to business environments.</td>
</tr>
<tr>
<td>Business finance ACFI304</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Business in emerging markets MKIB369</td>
<td>2</td>
<td>15</td>
<td>Focuses on the business environment in emerging markets and specifically in the BRIC countries, Brazil, Russia, India and China.</td>
</tr>
<tr>
<td>Business in Latin America MKIB359</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Business in the Asia-Pacific region MKIB338</td>
<td>2</td>
<td>15</td>
<td>Explores the unique and contrasting business environment in the Asia Pacific region and to use concepts and theories from the international business/management literature to evaluate and explain this environment.</td>
</tr>
<tr>
<td>Business strategy ACFI312</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Capital markets ACFI321</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Competition and regulation ECON337</td>
<td>2</td>
<td>15</td>
<td>Applies the tools of microeconomics to the analysis of firms, markets, consumers and regulators in order to understand the nature and consequences of the process of competition and regulation. These tools will also be applied to the evaluation of competition and 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.</td>
</tr>
<tr>
<td>Module title</td>
<td>Semester</td>
<td>Credit</td>
<td>Module description</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>----------</td>
<td>--------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Contemporary issues in HRM ULMS364</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Contemporary issues in marketing theory and practice MKIB302</td>
<td>1</td>
<td>15</td>
<td>By the end of the course students will be able to understand and evaluate a range of views about the nature of the marketing concept; a range of contemporary concepts and ideas in marketing theory; appraise wider cultural and social developments in the local and global contemporary marketplace; and understand how the above theories might be applied to practical challenges currently faced by organisations.</td>
</tr>
<tr>
<td>Corporate communications MKIB372</td>
<td>1</td>
<td>15</td>
<td>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).</td>
</tr>
<tr>
<td>Corporate governance ACFI320</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Corporate reporting and analysis ACFI302</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Creative sector economics ECON362</td>
<td>1</td>
<td>15</td>
<td>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).</td>
</tr>
<tr>
<td>Critical perspectives in management ULMS366</td>
<td>2</td>
<td>15</td>
<td>Draws on a broad range of critical social science theory that questions the received wisdom of the view that management is a purely ‘neutral’ technical-rational practice. The module challenges this view by looking at the ideology and politics of work organisation and management practice from a range of critical perspectives. It traces the history and development of management as power, control and domination in organisations from its origins through industrialisation to its current post-industrial/postmodern setting.</td>
</tr>
<tr>
<td>Derivative securities ACFI310</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
</tbody>
</table>

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

Continued over...
### Core and selected optional modules overview Years Three/Four (continued)

*Please note:* Year in Industry programmes will take 'ULMS placement year' only during Year Three.

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital marketing MKIB365</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Dissertation ULMS399</td>
<td>1 and 2</td>
<td>30</td>
<td>The dissertation module offers the opportunity to conduct an extended study on a theme relevant to students. It will develop and enhance your ability to utilise bibliographical software; produce systematic literature reviews; analyse and synthesise a body of knowledge; and critically evaluate contrasting perspectives on all aspects of business. Introductory workshops will offer initial instruction on completing the dissertation and you will be allocated a supervisor. As with any dissertation, much emphasis is placed on independent study.</td>
</tr>
<tr>
<td>e-business models and strategy EBUS301</td>
<td>1</td>
<td>15</td>
<td>Provides an introduction to the appraisal and formulation of e-business strategy contemporary e-business models.</td>
</tr>
<tr>
<td>Economic growth and innovation ECON363</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Economics of banking ECON323</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Events management MKIB367</td>
<td>1</td>
<td>15</td>
<td>Develops knowledge and critical understanding of the nature, structure, composition and management of the events industry sector.</td>
</tr>
<tr>
<td>Financial crises and defaults ACFI319</td>
<td>1</td>
<td>15</td>
<td>Provides students with a fundamental understanding of the core theoretical and empirical aspects involved in financial crises and defaults.</td>
</tr>
<tr>
<td>Financial reporting II ACFI309</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Module title</td>
<td>Semester</td>
<td>Credit</td>
<td>Module description</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>----------</td>
<td>--------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Financial risk management ACFI342</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Football financial reporting, analysis and valuation ACFI322</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Game theoretical approaches to microeconomics ECON322</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Global strategic management MKIB351</td>
<td>1</td>
<td>15</td>
<td>Provides conceptual frameworks within which to formulate and analyse global strategy.</td>
</tr>
<tr>
<td>Human resource management and professional practice ULMS315</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Independent study module (International Business) MKIB335, MKIB336</td>
<td>1 or 2</td>
<td>15</td>
<td>Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.</td>
</tr>
<tr>
<td>Independent study module (Marketing) MKIB333, MKIB334</td>
<td>1 or 2</td>
<td>15</td>
<td>Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.</td>
</tr>
<tr>
<td>Industrial organisation ECON333</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>International economic relations ECON354</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
</tbody>
</table>

Please note: modules are illustrative only and subject to change.
### Core and selected optional modules overview Years Three/Four (continued)

Please note: Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>International marketing MKIB356</td>
<td>1</td>
<td>15</td>
<td>Introduces the international environment for marketing, including an appreciation of how to build international activities.</td>
</tr>
<tr>
<td>International political economy ECON325</td>
<td>1</td>
<td>15</td>
<td>Familiarises you with rational choice and public choice theories and arguments, and with their applications in open economies and international political economy; theoretical concepts such as the Coase theorem, the Arrow impossibility theorem, and economic populism; key concepts of the New Institutional Economics and related applications to the theory of the firm; a modern economics’ view of globalisation; and the application of international political economy concepts to Latin America.</td>
</tr>
<tr>
<td>International trade ECON335</td>
<td>1</td>
<td>15</td>
<td>Develops an appreciation and understanding of basic principles determining the observed patterns of trade in the increasingly globalised world economy.</td>
</tr>
<tr>
<td>Issues in development finance ACFI317</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Law and economics ECON360</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Management accounting for business ACFI307</td>
<td>1</td>
<td>15</td>
<td>Provides students with an overall understanding of the various techniques and practices utilised by management accountants within the function of business management.</td>
</tr>
<tr>
<td>Managing knowledge for innovation ULMS352</td>
<td>2</td>
<td>15</td>
<td>Provides the concepts and principles relevant to the process of knowledge management.</td>
</tr>
<tr>
<td>Marketing and society MKIB355</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Marketing strategy MKIB363</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Module title</td>
<td>Semester</td>
<td>Credit</td>
<td>Module description</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>----------</td>
<td>--------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Methods of economic investigation I: microeconomics</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Methods of economic investigation time series econometrics</td>
<td>2</td>
<td>1</td>
<td>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.</td>
</tr>
<tr>
<td>Principles of finance with Excel</td>
<td>1</td>
<td>15</td>
<td>Provide a greater awareness of the capability of Excel in the financial environment including its modelling capabilities.</td>
</tr>
<tr>
<td>Project in finance</td>
<td>1 and 2</td>
<td>30</td>
<td>Gives students an opportunity to conduct an independent piece of research under supervision. Students will conduct a literature review on a topic related to finance, identify and collect relevant data, apply their knowledge of econometrics, critically evaluate the empirical results and produce a 10,000 word document in the style of an academic paper.</td>
</tr>
<tr>
<td>Project management</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Psychological approaches to decision-making</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Quantitative financial economics</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Relationship marketing</td>
<td>1</td>
<td>15</td>
<td>Understand and evaluate the theories, arguments and schools of thought that advocate the creation of mutually beneficial longer-term relationships between suppliers and customers.</td>
</tr>
<tr>
<td>Social enterprise</td>
<td>1</td>
<td>15</td>
<td>Introduces social enterprise. Through lectures, field visits to practicing 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.</td>
</tr>
<tr>
<td>Strategic management and business policy</td>
<td>2</td>
<td>15</td>
<td>Examines the basic principles of business strategy and consider alternative perspectives to the subject.</td>
</tr>
</tbody>
</table>

Please note: modules are illustrative only and subject to change.
### Core and selected optional modules overview Years Three/Four (continued)

**Please note:** Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply chain operations and management EBUS306</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>The economics of developing countries ECON306</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>The football business ULMS370</td>
<td>2</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>Tourism MKIB337</td>
<td>1</td>
<td>15</td>
<td>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.</td>
</tr>
<tr>
<td>ULMS placement year ULMS299</td>
<td>1 and 2</td>
<td>120</td>
<td>Experience of a work-based environment, leading to an understanding of the obligations and duties that bind the staff in an organisation.</td>
</tr>
<tr>
<td>Work experience module ULMS300</td>
<td>1</td>
<td>15</td>
<td>Further develops your understanding of the workplace and bridge the gap between your academic studies and future employment.</td>
</tr>
</tbody>
</table>

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

Build your own Joint Honours degree

Honours Select gives you the opportunity to design your own joint honours degree from a vast range of subjects across the Faculty of Humanities and Social Sciences, to suit your specific interests, academic strengths and career aspirations.

Choice and flexibility
At Liverpool, we realise choosing a subject to study at university can be a daunting task, and we understand that a lot can change once you start studying. That’s why we give you the choice to study one or two subjects.

How does it work?
Look at the grid on liverpool.ac.uk/study/undergraduate/courses/honours-select and choose your first subject of interest from the vertical list, working across the grid to see if it is available in combination with your second subject of interest on the horizontal list. Available combinations will show the relevant UCAS code.

Entry requirements
For the majority of Joint Honours (50:50) combinations, the entry requirement is ABB. The exceptions are where both subjects have an entry requirement of BBB, in which case the joint entry (50:50) requirement will also be BBB. You will need to satisfy the subject specific entry requirements, including GCSE, for both subject areas.

Popular programme combinations
Our most popular Joint Honours combinations available are:
- Communication & Media and Business Studies (PN91)
- Law and Business Studies (M1N1)
- Politics and Economics (L2L1).

See all available combinations at liverpool.ac.uk/study/undergraduate/courses/honours-select
Languages at Liverpool

Management School students have the opportunity to study a language as a named degree programme specialising in language and culture.

This allows you to study a modern language as 25% of your studies, alongside your major subject. The language you’re studying will be listed on your degree certificate along with your major subject. You should apply for these programmes via UCAS. Please see the grid below for available combinations and UCAS course codes.

You are also able to study a language within your degree as a credit bearing module, or modules, and as an extracurricular course on top of your degree. See liverpool.ac.uk/languages for more detail.

Language combinations leading to a ‘named degree pathway’

<table>
<thead>
<tr>
<th>Business</th>
<th>T100</th>
<th>T101</th>
<th>T102</th>
<th>T107</th>
<th>T108</th>
<th>T112</th>
<th>T121</th>
<th>T123</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>T902</td>
<td>T903</td>
<td>T904</td>
<td>T909</td>
<td>T910</td>
<td>T913</td>
<td>T917</td>
<td>T918</td>
</tr>
</tbody>
</table>

Management School liverpool.ac.uk/management.school
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
Undergraduate enquiries and applications: T: +44 (0)151 794 5927

@uolmanschool
/universityofliverpoolmanagementschool
@uolmanagementschool

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