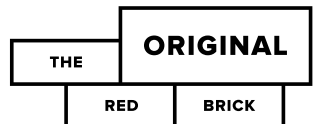




UNIVERSITY OF
LIVERPOOL

Management School

2+2



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

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

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

Internationally recognised

- Ranked 165th in the Times Higher Education (THE) World University Rankings (2020)
- Ranked 164th in the QS World University Rankings (2019)
- 20th in the UK for research power with 7 subjects ranked in the top 10 in the UK's Research Excellence Framework (both Chemistry and Computer Science ranked #1 in the UK for 4* & 3* research THE 2014).

Benefits of studying in the UK

- Develop communication skills, flexibility, adaptability, empathy and a global outlook – attributes which are highly sought by employers
- No need for an IELTS when applying for postgraduate study in the UK
- Opportunity to explore the UK and Europe.

Graduate outcomes for 2+2ers

- 76% of all 2+2 graduates in Liverpool achieved a 1st or 2:1 upon graduation
- 80% of 2+2 graduates in Liverpool who were in further study after graduating from the University of Liverpool were enrolled in QS Top 100 Universities (DHLE 2020, University of Liverpool analysis of unpublished data)
- Ranked 1st in the Russell Group for graduate employability (DLHE 2016/17).

Support services

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

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

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

Siqi Li
2+2 alumna in Communication and Media

The Management School at Liverpool

The University of Liverpool Management School is AACSB and EQUIS Accredited. 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.

Take advantage of innovative teaching methodologies

Modules are taught using the latest active learning techniques including business simulations, real-world case studies, social media, interactive participation software, lecture capture and real-time financial and business data using our Bloomberg Trading Floor.

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

Mengyu Feng
2+2 student in Accounting and Finance

How you learn

The principal forms of teaching are lectures and seminars. Lectures will normally be supported by material such as hand-outs and presentations. Seminars give the opportunity for detailed discussion of a topic under the direction of a tutor.

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

How you are assessed

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

STAFF PROFILE

Professor Anthony Patterson

Professor 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.



Good to know

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 accredited programmes.



We offer the chance to study a language.



Invest in your future

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

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

Recent employers of our graduates

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

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

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

Leonora Loher
2+2 student in International Business

Articulation routes

Accounting and Finance BA (Hons)

Programme in detail

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

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

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

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

Key modules

Year Two

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

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

Core modules

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

Selected optional modules

- Business ethics (PHIL271)
- Diversity management (ULMS226)
- Entrepreneurship (ULMS252)
- Introductory econometrics for business and economics (ECON233)
- Theory of the firm (ECON254).

Final Year

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

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

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

Continued over...

Core modules

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

Selected optional modules

- Advanced entrepreneurship (ULMS360)
- Advanced taxation (ACFI305)
- Behavioural finance (ACFI311)
- Capital markets (ACFI321)
- Corporate governance (ACFI320)
- Critical perspectives in management (ULMS366)
- Derivative securities (ACFI310)
- Financial risk management (ACFI342)
- Football financial reporting, analysis and valuation (ACFI322)
- Principles of finance with excel (ACFI315)
- The football business (ULMS370).

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

Yuxin Fu
2+2 alumna in International Business

Business Management BA (Hons)

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

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

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

Programme in detail

The BA Business Management programme provides a thorough grounding in a range of business subjects including entrepreneurship, management, operations and leadership, the

chance to work with real businesses and the opportunity to specialise in areas such as marketing, football, finance and events management.

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

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

Links with professional bodies

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

Key modules

Year Two

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

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

Core modules

- Business and employment law (ULMS202)
 - Business in the global economy (MKIB225)
 - Corporate social responsibility (ULMS251)
 - Financial management for business (ACFI205)
 - Theory of the firm (ECON254)
 - Financial management for business (optional for continuing students) (ACFI205)
- and
- Entrepreneurship (ULMS252)

or

- Innovation and entrepreneurship (ULMS259).

Semester One: choose one of the following:

- Academic problem solving and methods (ULMS215)
- Contemporary developments in employment relations (ULMS216)
- Diversity management (ULMS226)
- 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).

Final Year

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

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

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

Core modules

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

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)
- 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 digital business (EBUS301)
- The football business (ULMS370)
- Tourism (MKIB337)
- Work experience module (ULMS300).

Economics BSc (Hons)

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

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

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

Programme in detail

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

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

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

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

Links with professional bodies

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

Key modules

Year Two

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

Economics pathway

Core modules

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

Selected optional modules

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

Finance pathway

Core modules

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

Selected optional modules

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

Final Year

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

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

Economics pathway

Core modules

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

Selected optional modules

- Behavioural finance (ACFI311)
- Creative sector economics (ECON362)
- Contemporary Issues in Economic Policy (ECON330)
- Economic growth and innovation (ECON363)
- Economics of banking (ECON323)
- Financial crises and defaults (ACFI319)
- Game theoretical approaches to microeconomics (ECON322)
- Health Economics (ECON326)
- Industrial organisation (ECON333)
- International trade (ECON335)
- Issues in development finance (ACFI317)
- Law and economics (ECON360)
- Methods of economic investigation II: microeconometrics (ECON312)
- Methods of economic investigation: time series econometrics (ECON311)
- Quantitative financial economics (ECON308)
- Sports Economics (ECON328).

Finance pathway

Core modules

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

Selected optional modules

- Behavioural finance (ACFI311)
- Capital markets (ACFI321)
- Creative sector economics (ECON362)

- Contemporary Issues in Economic Policy (ECON330)
- 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)
- Health Economics (ECON326)
- Industrial organisation (ECON333)
- International trade (ECON335)
- Issues in development finance (ACFI317)
- Law and economics (ECON360)
- Methods of economic investigation II: microeconometrics (ECON312)
- Methods of economic investigation: time series econometrics (ECON311)
- Sports Economics (ECON328).

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

Alvaro Guzman Gomez
2+2 Student in International Business

Continued over...

International Business BA (Hons)

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

This programme has an internationally focused curriculum to help you analyse, understand and act on the global challenges and opportunities faced by both advanced economies of Europe, Asia and North America as well as emerging markets of Asia and Latin America.

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

Programme in detail

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

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

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

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

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

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

Links with professional bodies

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

Key modules

Year Two

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

Upon successful completion of your second year, you will be able to further understand concepts relevant to International Business and International Management and interpret and analyse introductory statistical techniques appropriate to understanding international commerce. You will also be able 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)
- Innovation and entrepreneurship (ULMS259)
- International business law (MKIB240)
- Introduction to people management (ULMS206)
- Market research (MKIB256).

Final Year

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

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

Core modules

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

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).

Marketing BA (Hons)

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

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

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

Programme in detail

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

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

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

Links with professional bodies

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

Key modules

Year Two

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

Upon successful completion of your second year, you will be able to understand and critically evaluate knowledge of business and marketing concepts to diverse organisational contexts using a variety of quantitative and qualitative methods. You will also be able 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 in 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).

Final Year

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

Upon successful completion of your final year, you will have developed a core level of understanding and knowledge of management theory and practice and understand the key

theoretical structures for studying marketing and the consumer.

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

Core modules

- 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)
- Digital and marketing analytics (MKIB340)
- 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).

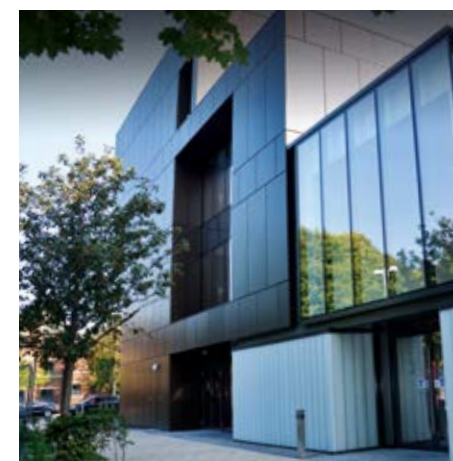
STAFF PROFILE

Dr Supriya Garikipati

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

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

Yunyi Zhu
2+2 Alumni in Economics



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

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

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

Module title	Semester	Credit	Module description
Business and employment law ULMS202	2	15	Introduces the basic principles of UK and EU Law. It highlights the important legal principles that affect day-to-day business transactions and relationships, making you aware of the responsibilities and obligations of companies and employers.
Business ethics PHIL270/PHIL271/PHIL272	1 or 2	15	Introduces and explains major contemporary perspectives on corporate behaviours.
Business in the global economy MKIB225	2	15	Explores both mainstream and alternative theories of why businesses internationalise and how they operate as transnational corporations. An understanding of transnational production in a holistic sense is key.
Business law ACFI211	2	15	Provides you with a foundation in legal institutions in English law as well as a general, non-specialist introduction to areas of English law that is particularly pertinent and relevant to accounting and finance.
Contemporary developments in employment relations ULMS216	1	15	Provides students with a deeper understanding of contextual developments in contemporary employment relations to prepare them for some of the challenges they are likely to face in work and employment during the course of their careers.
Corporate social responsibility ULMS251	2	15	Provides you with a critical introduction to the institution of the corporation in its wider context. Key areas of study will include corporate governance, the history of the corporation, corporate social responsibility, and business ethics.
Diversity management ULMS226	1	15	Provides students with the opportunity to develop their understanding and critical awareness of issues associated with managing a workforce characterised by diversity in gender, age, ethnicity, disability, religion and sexual orientation etc.
Econometrics I ECON212	1	15	Econometrics is concerned with the testing of economic theory using real world data. This module introduces the subject by focusing on the principles of Ordinary Least Squares regression analysis. The module will provide practical experience via regular laboratory sessions.
Econometrics II ECON213	2	15	Builds on Basic econometrics I .
Entrepreneurship ULMS252	1	15	Provides an understanding of the nature of entrepreneurship and outlines the challenges faced at each stage in the process of starting and building a business.
European Union and business MKIB250	1	15	Gives students an understanding of the working of the development of the EU and the implications for business. Also provides an understanding of the UK's membership of the EU, Brexit and the business perspective.
Financial management ACFI204	1	15	Introduces the modern theory of finance and financial management. Theoretical concepts like the net present value, decision making under uncertainty, portfolio selection and the capital asset pricing model are introduced.

Continued over...

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

Module title	Semester	Credit	Module description
Financial management for business ACFI205	1	15	The aim of this module is to provide students with a fundamental understanding of projected financial statements, time value for money, risk versus return and basic aspects of market efficiency with some elements of theoretical and empirical evidences in the topics considered.
Financial reporting I ACFI201	1	15	Enables students to prepare single entity financial statements, and extracts from those financial statements, covering a wide range of international financial reporting standards (IFRS).
Financial reporting and analysis ACFI220	2	15	Provides students with the theoretical knowledge, the techniques and skills needed to interpret financial data as a financial analyst.
Forms of enterprise and entrepreneurship MKIB235	1	15	Provides a conceptual basis from which to understand other, alternative forms of enterprise and entrepreneurship; the critical skills to analyse the role of enterprise and entrepreneurship in today's society; analytical skills that enable students to think about how social problems might be addressed through enterprise; knowledge of how forms of enterprise, such as prosocial business, not-for-profits and worker cooperatives have emerged; the ability to articulate how and why complex societal problems might be solved through business planning.
Fundraising management ULMS230	2	15	Provides a critical analysis of the fundraising methods available to not-for-profit organisations and develops relevant skills.
Government and business ULMS205	2	15	Explores the relationship between government and business, including regulation, government support and the governing process.
Identity, culture and organisation ULMS268	2	15	Provides the opportunity to study in-depth the relationship between employees' and managers' sense of self and their understandings of, and behaviours in, organisational environments.
Innovation and entrepreneurship ULMS259	1	15	Introduces students to the multidisciplinary nature of innovation and entrepreneurship and their practical applications as well as developing a critical awareness of the main themes of innovation and entrepreneurship in the public and private sectors including both product and service innovations.
International business law MKIB240	2	15	Introduces the context of law and regulation, as it impacts on business at both the local national and transnational level.
International development MKIB261	2	15	This module is concerned with the theoretical and practical implications of international development in the global economy. Enables an in-depth analysis of the central issues associated with the economics and policies of international development.

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

Module title	Semester	Credit	Module description
International finance (non-specialist) ACFI260	1	15	Develops a good understanding of the fundamental principles of international finance, especially focusing on the financial management of multinationals. The groundwork for this is laid in the first few lectures, where the aim is to provide students with an introduction to the core principles of finance, valuation and financial decision-making, within the domestic setting. These are thereafter extended to incorporate the international dimension – foreign exchange rates and markets, and foreign exchange exposure.
International management MKIB253	2	15	Introduces you to key issues in international business and management from the perspective of the multinational enterprise.
Introduction to people management ULMS206	1	15	Introduces students to the theoretical perspectives, roles, and practical activities associated with people management in contemporary organisations helping to prepare students for the workplace.
Introductory econometrics for business and economics ECON233	1	15	Provides an introduction to the rational decision-making process used to make business decisions. It introduces the students to the quantitative and analytical tools that managers use to make complex decisions.
Leadership and performance management ULMS266	2	15	Introduces the theoretical perspectives, roles, and practical activities associated with leadership and performance management in contemporary organisations.
Macroeconomics I ECON223	1	15	Extends the study of macroeconomic theory to the intermediate level. To analyse the classical and Keynesian macroeconomic models, and their policy implications, in order to provide a context for subsequent developments in modern macroeconomics associated with monetarism, new classical and new Keynesian economics.
Macroeconomics II ECON224	2	15	Builds on Macroeconomics I .
Management accounting ACFI203	2	15	Builds on the basic management accounting methods seen in Year One through coverage of a range of further techniques that aid costing, decision-making, planning and control. Themes relating to the impact of internal accounting systems on managerial motivation and incentives will also be introduced.
Market research MKIB256	2	15	Develops an understanding of the need for, and place of, market research in supporting marketing decisions. Alongside this you will develop a practical and applied understanding of developments of market research, and an appreciation of its strengths and weaknesses.
Mathematical economics II ECON211	2	15	This module builds on the material of Year One mathematics and economics modules and will deepen your knowledge of mathematical techniques involved in microeconomics and game theory. At the end of this module, you will have more advanced mathematical skills and know how to use models to solve some economic problems using matrix and optimisation.
Microeconomics I ECON221	1	15	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.
Microeconomics II ECON222	2	15	Uses the theoretical foundations developed in Microeconomics I and aims to extend the application of the skills acquired to more advanced topics such as welfare economics.

Continued over...

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

Module title	Semester	Credit	Module description
Operations management: tools and techniques EBUS209	1	15	Introduces a range of operations management theories and considers their application to contemporary business environments.
Retail marketing MKIB230	2	15	Provides an appreciation and understanding of the functions and challenges inherent in the management of retail organisations, including the management of a large assortment of products/services, the complexities and risks of selecting new locations and managing a store network, and managing a constant and direct interface with customers.
Sales and negotiation ULMS217	2	15	Introduces students to the complex field of sales and selling techniques as well as introducing them to a thorough assessment of negotiation skills. These skills are as important to employees as they are to entrepreneurs.
Securities markets ECON241	2	15	Provides an understanding of the role of securities markets in the global economy. This will be achieved through a presentation of their basic mechanisms and technical features, an explanation of the valuation of certain financial assets and an assessment of the operational and allocative efficiency of the markets. You will be directed to various media resources relevant to their day to day following and awareness of the activities of the global financial markets.
Services marketing MKIB255	1	15	Stresses the distinctiveness of services marketing from tangible goods marketing. Practical application of theoretical services marketing material is examined within a diverse range of sectors including financial services, hotels, restaurants, airlines, universities, theme parks, and charities. Management of customer satisfaction and perceived service quality are themes that are interwoven into all of the components of the module syllabus.
Tax compliance ACFI212	2	15	Enables you to understand, prepare and explain UK tax computations for individuals, companies and trustees including income tax, corporation tax, capital gains tax, VAT, inheritance tax, national insurance and stamp duty. Provides an understanding of the ethical issues arising from performing in the context of taxation.
Theory of the firm ECON254	1	15	Equips you with the knowledge and skills necessary to understand and evaluate the internal and external factors that influence the strategic decisions made by business organisations. The module will support the analysis of the operation of business organisations within national and international markets.

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



Core and selected optional modules overview

Year Three

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

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

Module title	Semester	Credit	Module description
Behavioural finance ACFI311	2	15	Provides knowledge and understanding of theoretical and empirical limitations of and challenges to the efficient markets hypothesis.
Business analytics and big data management EBUS305	1	15	Develops an understanding of what business analytics and big data are and their relevance to business environments.
Business finance ACFI304	1	15	Provides a fundamental understanding of the core theoretical and empirical aspects involved in corporate finance. The aim is to build your transferable skills by concentrating on the fundamental theoretical and empirical principles.
Business Finance ECON304	1	15	Provides a fundamental understanding of the core theoretical and empirical aspects involved in corporate finance. The aim is to build your transferable skills by concentrating on the fundamental theoretical and empirical principles.
Business in emerging markets MKIB369	2	15	Focuses on the business environment in emerging markets and specifically in the BRIC countries, Brazil, Russia, India and China.
Business in Latin America MKIB359	2	15	Enables you to undertake an empirical study of the activities and organisation of domestic and foreign business in a significant area of the developing world. You are expected to build upon the knowledge and techniques developed in earlier modules to understand and analyse critically the behaviour of companies, investors, regulators, employees and consumers in the Latin American economies.
Business strategy ACFI312	2	15	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.
Capital markets ACFI321	2	15	Provides a comprehensive introduction to the workings of modern financial systems, the efficiency of money markets and the role of investment bankers, illustrating how they impact our financial system. By drawing on numerous theoretical and practical examples from real-world case studies, this module aims at introducing the basic concepts of the banking, finance, investment, business studies, economics and financial service sector.
Contemporary Issues on Economic Policy ECON330	1	15	This module aims to give students a factual and theoretical basis to understand and critically evaluate possible responses to the key contemporary challenges faced by policy makers in the United Kingdom. The module seeks to enable students to apply theoretical economic concepts to real problems in the areas of social housing, health, education, transport and environment. The module also covers the present and future challenges presented by Brexit and the recent financial crisis to policy makers'
Contemporary issues in HRM ULMS364	2	15	Provides an understanding of contemporary human resource management issues. It will relate models and frameworks from the human resource management literature to contemporary issues and challenges affecting UK organisations and multinational companies.

Continued over...

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

Module title	Semester	Credit	Module description
Contemporary issues in marketing theory and practice MKIB302	1	15	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.
Corporate communications MKIB372	1	15	Increases awareness of the importance of language and communication in the business and management contexts. Develop an in-depth understanding of internal communication systems (interpersonal and cross-cultural communications) and of external communication systems (public relations, marketing, political communication and the media).
Corporate governance ACFI320	2	15	Provides an understanding of the history and development of corporate governance and the key principles and systems that underpin corporate governance today. It also provides the opportunity to assess the practical application of corporate governance systems across major international organisations.
Corporate reporting and analysis ACFI302	2	15	Develops your understanding of financial reporting to an advanced level by building upon the knowledge and skills gained in earlier financial reporting modules. Complex IFRS on topics such as share based payments and deferred tax will be looked at.
Creative sector economics ECON362	1	15	Provides a historical and methodological basis for understanding the economics of arts and cultural industries and will look in depth at a variety of industries, such as arts, music, broadcasting and others to explore the application of economic theory in 'non-standard' markets (ie markets where neoclassical microeconomic assumptions may not hold).
Critical perspectives in management ULMS366	2	15	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.
Derivative securities ACFI310	1	15	Alternative derivative securities like forwards, futures, options, and exotic derivative contracts will be discussed. This incorporates detailing the properties of these securities. Furthermore, a key aim is to outline how these assets are valued. Also demonstrates the use of derivatives in arbitrage, hedging and speculation. Finally, practical applications of derivatives and potential pitfalls are discussed.

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

Module title	Semester	Credit	Module description
Digital marketing MKIB365	1	15	Develops an in-depth understanding of digital marketing planning and e-promotion in achieving and maintaining market competitiveness. Explores the role of social media and its relation to an e-Commerce strategy and develop in-depth knowledge of up-to-date digital marketing trends and consumer culture.
Digital & Marketing Analytics MKIB340	2	15	This module seeks to provide students with cutting-edge knowledge of marketing analytics and digital analytics. This knowledge is increasingly sought after in business practice. Given the quantitative nature of analytics, the module also develops students' quantitative skills, which are becoming important in firms' increasingly data-driven decision making. Thus, the module's ultimate aim is to provide students with a competitive advantage regarding their employability after graduation.
Dissertation ULMS399	1 and 2	30	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.
The digital business EBUS301	1	15	Provides an introduction to the appraisal and formulation of e-business strategy contemporary e-business models.
Economic growth and innovation ECON363	2	15	Covers selected topics in economic growth and innovation. Builds on the intermediate macroeconomics curriculum by developing some formal models of economic growth. Gives students a firm appreciation of modern developments in the theory of economic growth and of the strengths and limitations of these and older models.
Economics of banking ECON323	2	15	Provides an introduction to the economic principles of banking. Students are provided with an understanding of the specific nature of a bank as a firm, the role of banks in an economy, and of the regulatory environment in which banks operate.
Events management MKIB367	1	15	Develops knowledge and critical understanding of the nature, structure, composition and management of the events industry sector.
Financial crises and defaults ACFI319	1	15	Provides students with a fundamental understanding of the core theoretical and empirical aspects involved in financial crises and defaults.
Financial reporting II ACFI309	1	15	Builds upon the knowledge and skills gained in earlier financial reporting modules by covering the preparation of group financial statements including associates and joint ventures. It will also develop an understanding of group accounting principles and issues arising from group accounting including fair values, intangibles and impairment.

Continued over...

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

Module title	Semester	Credit	Module description
Financial risk management ACFI342	2	15	Builds on the foundations of the existing finance modules and aims to give students a solid grounding in terms of understanding the recent global financial crisis and a wide range of risk management tools available to financial managers. Particular emphasis is placed on the issue of risk measurement.
Football financial reporting, analysis and valuation ACFI322	2	15	This module aims to give students an understanding of how financial transactions have an impact on football clubs, and the integration of finance into the success or otherwise of clubs.
Game theoretical approaches to microeconomics ECON322	1	15	Provides an introduction to game theory. This is the study of strategic interactions ie situations where outcomes depend not only on our own actions but also on how others react to our actions. This module complements those in core macro and microeconomics and offers more insight into strategic business decisions and competitive behaviour in general. In particular, we will use game theory to study market competition, auctions, bargaining, signalling, etc.
Global strategic management MKIB351	1	15	Provides conceptual frameworks within which to formulate and analyse global strategy.
Health economics ECON326	2	15	The aim of this module is to introduce third year economics students to the basic principles and tools of health economics.
Human resource management and professional practice ULMS315	1	15	This module focuses on developing the core skills needed for a professional career in HRM. These include developing HRM strategy, formulating business focused reports on HR issues, enhancing employee engagement, learning and development, performance and reward management.
Independent study module (International Business) MKIB335, MKIB336	1 or 2	15	Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.
Independent study module (Marketing) MKIB333, MKIB334	1 or 2	15	Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.
Industrial organisation ECON333	2	15	Applies the tools of microeconomics to the analysis of firms, markets and industries in order to understand the nature and consequences of the process of competition. These tools will also be applied to the evaluation of relevant government policy. This will extend knowledge and skills of microeconomic analysis by covering recent advances in theory as well as empirical analysis of relevant microeconomic topics.
International economic relations ECON354	1	15	Provides a detailed coverage of the nature and determinants of the pattern of world trade and financial, capital and labour flows. The module also aims to provide you with a critical appreciation of why conflicts arise between nations due to international economic activity and what policy options are most appropriate for countries both individually and cooperatively to adopt.

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

Module title	Semester	Credit	Module description
International marketing MKIB356	1	15	Introduces the international environment for marketing, including an appreciation of how to build international activities.
International trade ECON335	1	15	Develops an appreciation and understanding of basic principles determining the observed patterns of trade in the increasingly globalised world economy.
Issues in development finance ACFI317	1	15	Provides an advanced, albeit non-technical, critical understanding for students with a variety of academic backgrounds of the issues and developments in the area of finance for development. This will include, for example, the impact of overseas development assistance (foreign aid) and foreign direct investment upon development, the role played by the IMF and World Bank and recent developments in the areas of microfinance and Islamic Finance.
Law and economics ECON360	1	15	This module does not require prior knowledge of the law, nor is its objective to teach students about the law. The main objective is to show students how they can apply the tools of economic analysis to understand the basic structure and function of the law.
Management accounting for business ACFI307	1	15	Provides students with an overall understanding of the various techniques and practices utilised by management accountants within the function of business management.
Managing knowledge for innovation ULMS352	2	15	Provides the concepts and principles relevant to the process of knowledge management.
Marketing and society MKIB355	2	15	Develops a fundamental knowledge of marketing as a field of study and provoke critical thinking about the field. It provides an opportunity for students to consider alternative approaches to the study and practice of marketing. The module is interactive and involves critical discussion of the readings during both lectures and student presentations.
Marketing strategy MKIB363	2	15	Examines the strategic dimensions of marketing, the interface between marketing activity, corporate strategies and tactics and the interrelationship between marketing activity and other functional areas of business.
Methods of economic investigation II: microeconomics ECON312	1	15	Introduces a series of key advanced techniques in microeconometrics, building on Year Two work in econometrics. It covers typical topics such as binary choice models including logit and probit models, count data models which is widely used to deal with integer variables as well as panel data models. Develops applied research skills, including the ability to analyse data using appropriate econometric techniques and bespoke software.
Methods of economic investigation time series econometrics ECON311	2	1	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.
Principles of finance with Excel ACFI315	1	15	Provide a greater awareness of the capability of Excel in the financial environment including its modelling capabilities.

Continued over...

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

Module title	Semester	Credit	Module description
Project management EBUS308	2	15	Introduces the role of project management in organisations; introduce students to a toolkit to apply project-based problem solving to strategic projects within an organisation; develop student competence to control and monitor project performance related activities within organisations.
Psychological approaches to decision-making ULMS351	1	15	Provides the concepts and theories relevant to the cognitive and emotional aspects of decision-making at the individual, group and organisational levels. Particular attention is paid to the problems and potential pitfalls of making decisions amidst uncertainty and conflict including potential pressure to act in an ethically questionable manner. Considers negotiated decisions and cognitive techniques for stimulating creativity, innovation and problem-solving.
Quantitative financial economics ECON308	1	15	Provides a thorough overview of financial economics, starting from the decision-making under uncertainty and applying these concepts to optimal portfolio choice by the consumer, optimal investment by the firm, pricing contingent claims, term structure of interest rates and real option analysis. In addition to standard asset pricing models, the efficient capital markets theory will be extensively covered.
Relationship marketing MKIB362	1	15	Understand and evaluate the theories, arguments and schools of thought that advocate the creation of mutually beneficial longer-term relationships between suppliers and customers.
Social enterprise MKIB301	2	15	Introduces social enterprise. Through lectures, field visits to 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.
Sports economics ECON328	2	5	The module aims to improve students' knowledge and understanding of sports as a growing economic sector that is increasingly attracting the attention of many entrepreneurs and researchers. It will also equip students with relevant analytical techniques and provide the opportunities to apply such techniques to sport so that decision-making within the sector can be scrutinised and improved. A final aim of the module is to increase the curiosity and critical assessment of the different research topics with sport.
Strategic management and business policy ULMS353	2	15	Examines the basic principles of business strategy and consider alternative perspectives to the subject.

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

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

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

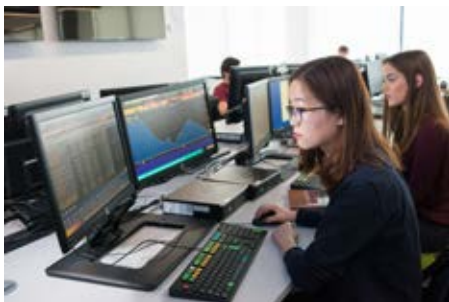
Hyeonjin Kim
2+2 student in Marketing



Student support in the Management School and next steps

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

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



Learning and teaching support

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

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

Careers & Employability

The University of Liverpool Career Studio offers face to face advice. At the career studio, you can plan for your future career by searching for jobs, attending employment fairs and events or prepare for applications and interviews.

ULMS Extra

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

Study Abroad

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

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

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

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

Disability support

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

Next steps

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

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

Fengyi Hu
2+2 student in Accounting and Finance



Find out more

liverpool.ac.uk/study

Accommodation: liverpool.ac.uk/accommodation

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

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

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



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

