

LIVERPOOL BUSINESS SCHOOL
ACADEMIC YEAR 23/24

Exchange student pathways

Pathways: Please choose modules from one of the following pathways according to your programme of study in your home institution. The pathways are fixed and students cannot mix subjects from different pathways. If you choose a specific pathway, there will be no timetable clashes.

Most modules are 20 credits = 10 ECTS x 3 = 30 ECTS

Pathway 1: Business with Digital Marketing – FOR YEAR LONG OR SEMESTER 2 ONLY		
4001LBSBW Academic Skills and Digital Literacy	Year 1	Semester 1
4002LBSBW Foundations of Marketing	Year 1	Semester 1
4003LBSBW Economics (only suitable for year long students)	Year 1	Semester 1
4004LBSBW Accounting and Finance	Year 1	Semester 2
4005LBSBW Global Business Management	Year 1	Semester 2
4006LBSBW Media Communications	Year 1	Semester 2

Pathway 2: Business with Finance - SEMESTER 1		
5100LBSBW Employability skills	20 C	Semester 1
5003LBSBW Business research	10 C	Semester 1
5002LBSBW Managing People and Organisations	10 C	Semester 1
5012LBSBW Financial Reporting	20 C	Semester 1

Pathway 3: Business with Media communications - SEMESTER 1		
5100LBSBW Employability skills	20 C	Semester 1
5003LBSBW Business Research	10C	Semester 1
5002LBSBW Managing People and Organisations	10 C	Semester 1
5001LBSBW Media Production and Management	20 C	Semester 1

Pathway 4: Business with International Business Management- SEMESTER 1

5003LBSBW Business Research	10 C	Semester 1
5100LBSBW Employability Skills	20 C	Semester 1
5002LBSBW Managing People and Organisations	10 C	Semester 1
5010LBSBW International Trade	20 C	Semester 1

Pathway 5: Business with International Business Management – SEMESTER 1

6102LBSBW Strategic Management	Year 3	Semester 1
6104LBSBW Innovation and Creativity for Business	Year 3	Semester 1
6109LBSBW International Business Organisations	Year 3	Semester 1

Pathway 6: Marketing - SEMESTER 1

5100LBSBW Employability skills	Year 2	Semester 1
5002LBSMK Experiential Marketing	Year 2	Semester 1
5001LBSMK Media Production Management	Year 2	Semester 1

Pathway 7: Human resources management – SEMESTER 1

5110LBSSHR Ethical Practice and Behaviour	Year 2	Semester 1
5120LBSSHR Professional Behaviour and Valuing People	Year 2	Semester 1
5130LBSSHR Employability	Year 2	Semester 1

Pathway 8: Sport Business- SEMESTER 1, SEMESTER 2 AND YEAR LONG

4001LBSSB The Business of Sport	Year 1	Semester 1
4003LBSSB Sport Management	Year 1	Semester 1
4002LBSSB Academic Skills and Digital Literacy	Year 1	Semester 1
4004LBSSB Marketing, Sponsorship and PR	Year 1	Semester 2
4005LBSSB Sport Industry Context	Year 1	Semester 2
4006LBSSB Sport Business in Practice	Year 1	Semester 2

Pathway 9: International Tourism Management – SEM 1, SEM 2 AND YEAR LONG		
4001LBSITM Introduction to International Tourism	Year 1	Semester 1
4002LBSEVM Academic Skills and Literacy	Year 1	Semester 1
4003LBSITM Tourism and Place	Year 1	Semester 1
4004LBSITM Managing experience in the Visitor economy	Year 1	Semester 2
4005LBSITM Destination Liverpool	Year 1	Semester 2
4006LBSEVM Marketing for Tourism and Events	Year 1	Semester 2

Pathway 10: Events Management – SEMESTER 1, SEMESTER 2 AND YEAR LONG			
4001LBSEVM	The Events Industry	Year 1	Semester 1
4002LBSEVM	Academic Skills & Digital Literacy	Year 1	Semester 1
4003LBSEVM	Intro to Management and Leadership	Year 1	Semester 1
4004LBSEVM	Event Operations	Year 1	Semester 2
4005LBSEVM	Creative Event Design	Year 1	Semester 2
4006LBSEVM	Marketing for Tourism & Events	Year 1	Semester 2