

## Liverpool John Moores University

Title: Strategic Management  
Status: Definitive  
Code: **6501DAV** (125146)  
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering  
Teaching School/Faculty: German Academy for Foreign Trade and Logistics

Team	Leader
Ben Matellini	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 81.5  
**Total Learning Hours:** 200  
**Private Study:** 118.5

### Delivery Options

Course typically offered: Semester 1 and Summer

Component	Contact Hours
Lecture	40
Tutorial	40

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Written Examination	100	1.5

### Aims

*To critically appraise strategic management theory and practice and to strategically apply relevant theories, models, concepts and techniques to a range of appropriate applications in logistics and supply chain management.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Assess and apply conceptual models to develop distinct business strategies.
- 2 Appraise the process through which strategic decisions are taken and the range of factors which inform that process.
- 3 Analyse strategic approaches to enhancing the agility and responsiveness to change.
- 4 Assess and develop the nature and process of strategy with particular reference to the logistics sector.

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Examination	1	2	3	4
-------------	---	---	---	---

### **Outline Syllabus**

#### *1. Strategic Management*

- *Fundamentals and historical development of strategy*
- *Strategy Planning Models and Concepts*
- *Global Production and Procurement Strategies*
- *Strategy and Organization*
- *Innovation Strategies*
- *Market Entry Strategies*

#### *2. Logistics Strategies*

- *Missions, Goals and Objectives in Logistics*
- *Analysis of external environments in the transportation sector*
- *Logistics Business Level Strategies*
- *Innovation in Logistics*
- *International Logistics Strategies*

### **Learning Activities**

Integrated series of formal lectures and tutorials.

### **Notes**

-