

## Liverpool John Moores University

Title: Management and Business Innovation  
Status: Definitive  
Code: **6502MTC** (125793)  
Version Start Date: 01-08-2019

Owning School/Faculty: Maritime and Mechanical Engineering  
Teaching School/Faculty: Maritime and Mechanical Engineering

Team	Leader
Ben Matellini	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 41  
**Total Learning Hours:** 200  
**Private Study:** 159

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Online	24
Tutorial	15

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	50	2
Report	AS2	Work based case study report	50	

### 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 manufacturing management. To develop knowledge and skills further by application to a work based learning activity.*

### 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 manufacturing sector

### **Learning Outcomes of Assessments**

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

Examination	1	2	3	4
Work based case study report	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. Manufacturing Strategies*

- *Missions, Goals and Objectives in manufacturing*
- *Analysis of external environments in the manufacturing sector*
- *Manufacturing Business Level Strategies*
- *Making a business case*
- *Innovation in manufacturing*
- *International manufacturing strategies*

### **Learning Activities**

Online lectures and tutorials, campus based tutorials, work based learning

### **Notes**

This module will provide the students with an understanding of strategy formulation and implementation, introducing techniques for internal and external analysis through to applying appropriate models of strategy formulation. It will develop knowledge and skills further by application to a work based learning activity.