

Liverpool John Moores University

Title: STRATEGIC MANUFACTURING
Status: Definitive
Code: **6504ENGSBC** (113912)
Version Start Date: 01-08-2018

Owning School/Faculty: Maritime and Mechanical Engineering
Teaching School/Faculty: The Sino-British College

Team	Leader
Russell English	Y

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 37
Total Learning Hours: 120
Private Study: 83

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Online	5
Tutorial	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	70	2
Essay	AS2	Coursework	30	

Aims

To enable the students to understand the concept of manufacturing strategy and world class manufacturing; To develop skills in the design and realisation of competitive manufacturing systems; To develop an understanding of modern manufacturing planning and organization in the context of global manufacturing.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the nature of manufacturing strategy and recognize the strategic role of manufacturing function
- 2 Relate manufacturing strategy with marketing and corporate strategies
- 3 Apply appropriate techniques and working knowledge to develop a systematic plan for manufacturing competitiveness.
- 4 Apply appropriate techniques and working knowledge to make manufacturing decisions according to manufacturing and corporate strategy

Learning Outcomes of Assessments

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

Exam	1	2	3	4
Essay	1	2		

Outline Syllabus

The nature and role of manufacturing strategy

The value chain and Porter's model

Production planning, operations planning and capacity strategies

Core competencies and manufacturing decisions

Manufacturing strategy in the global context

Learning Activities

Lectures, tutorials and private study.

Notes

This module is designed to develop practical skills in the application of manufacturing strategy in manufacturing enterprises.