

## Liverpool John Moores University

Title: Industrial Management  
Status: Definitive  
Code: **6504USST** (126445)  
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering  
Teaching School/Faculty: University of Shanghai For Science and Technology

Team	Leader
Ben Matellini	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 68  
**Total Learning Hours:** 200  
**Private Study:** 132

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	44
Tutorial	22

**Grading Basis:** 40 %

### Assessment Details

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

### Aims

*This module is designed to develop the core management techniques required to design, implement and plan a new product or process.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Apply decision making techniques to select a solution to a problem
- 2 Apply a fundamental knowledge of intellectual property law to protect a solution
- 3 Develop an entrepreneurial idea into a project. Organise, plan and control the project.
- 4 Model product cost, sales and profit
- 5 Explain fundamental marketing and sales strategies and contract law

## Learning Outcomes of Assessments

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

Examination	1	2	3	4	5
Coursework assignment	3				

## Outline Syllabus

*Decision making tools. Selecting solutions from a range of options. Understanding the entrepreneurial process and turning the idea into a project. The project management life cycle. Project scope. Project planning to achieve cost, time and quality objectives. Network techniques and the use of Gantt charts. Project execution. Quality and risk management of projects. Closing a project. Modelling product cost, sales, and profit. Economic modelling, sensitivities, forecasting cash flow (NPV) and investment appraisal. Product/process analysis visualisation tools (IDEF, Value Stream Mapping) Fundamental principles of intellectual property law. Trade secrets, patents and publication. Marketing and sales strategies and fundamentals of contract law.*

## Learning Activities

Lectures and tutorials

## Notes

The module introduces students to the background of industrial management which graduates will experience in the engineering industrial environment