

## Strategic Management

### Module Information

2022.01, Approved

#### Summary Information

Module Code	6508DAV
Formal Module Title	Strategic Management
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
German Academy for Foreign Trade and Logistics

#### Learning Methods

Learning Method Type	Hours
Lecture	40
Workshop	40

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Formulate effectively conceptual models to develop business strategies.
MLO2	2	Appraise thoroughly the process of strategic decisions making incl. the range of factors which inform that process.
MLO3	3	Analyse comprehensively strategic approaches to enhancing the agility and responsiveness to change.
MLO4	4	Critically examine the nature and process of strategy with particular reference to the logistics sector.

## Module Content

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 Strategies2. Logistics Strategies- Missions, Goals and Objectives in Logistics- Analysis of external environments in the transportation sector- Logistics Business Level Strategies- International Logistics Strategies
Module Overview	
Additional Information	Formal lectures will be supported by group work. Available breakout rooms allow for small student group work and individual tutoring. Individually research topics followed by short presentations at the beginning of each lecture support the self-learning process of students. The lectures are supported by real-life examples of business strategies; and the case study approach helps students in the role of senior managers to establish business strategies for provided cases and defend the established strategies and decision in a viva in front of the "board of directors".

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Exam	Written Examination	45	1.5	MLO1, MLO2, MLO3
Presentation	Team Presentation by Workshops	55	0	MLO1, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Ben Matellini	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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