

Liverpool John Moores University

Title: Strategic Management
Status: Definitive
Code: **6508DAV** (128295)
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
Workshop	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Written Examination	45	1.5
Presentation	AS2	Team Presentation by Workshops	55	

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 Formulate effectively conceptual models to develop business strategies.
- 2 Appraise thoroughly the process of strategic decisions making incl. the range of factors which inform that process.
- 3 Analyse comprehensively strategic approaches to enhancing the agility and responsiveness to change.
- 4 Critically examine 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:

Written Examination	1	2	3
Team Presentation by Workshops	1	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*
- *International Logistics Strategies*

Learning Activities

Integrated series of formal lectures and tutorials.

Notes

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".

