

## Liverpool John Moores University

Title: Industrial Management  
Status: Definitive  
Code: **6565ELEMM** (128373)  
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering  
Teaching School/Faculty: Auston College Myanmar, Yangon, Myanmar

Team	Leader
Ben Matellini	Y
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**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 Define, organise, plan and control a 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.*

*Defining and structuring a project. Developing a specification to meet a customer need. Organisational structures and functions. Product/process analysis visualisation tools (IDEF, Value Stream Mapping)*

*Project planning methods; introduction to current standards (reference to standards such as PRINCE2).*

*Fundamental principles of intellectual property law. Trade secrets, patents and publication.*

*Marketing and sales strategies and fundamentals of contract law.*

*Modelling product cost, sales, and profit. Economic modelling, sensitivities, forecasting cash flow (NPV) and investment appraisal.*

*Management of people and teams.*

## 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