

## Liverpool John Moores University

Title: PORT BUSINESS AND MANAGEMENT STRATEGY  
Status: Definitive  
Code: **7032MAR** (118433)  
Version Start Date: 01-08-2016

Owning School/Faculty: Maritime and Mechanical Engineering  
Teaching School/Faculty: Maritime and Mechanical Engineering

Team	Leader
Pauline Floode	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 39  
**Total Learning Hours:** 200  
**Private Study:** 161

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Tutorial	12

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam		70	3
Essay	Assignment		30	

### Aims

*To provide insight to the strategic management of ports in a global commercial context.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically discuss global trends in port management and administration
- 2 Apply principles of management and leadership to the port enterprise
- 3 Adopt a business approach to the formulation of port strategies
- 4 Assess the implications of international regulation and standards on port policy frameworks
- 5 Analyse the decision-making processes associated with port development projects

## Learning Outcomes of Assessments

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

Examination	2	3	4	5
Assignment	1			

## Outline Syllabus

*Maritime Trade and the Global Port Industry: globalisation & international trade; maritime transport logistics; ports as part of the logistics chain; geography of global port industry; the economic role of ports.*

*Port Operations, Performance and Management Information Systems: harbour and terminal functions; operational logistics; equipment selection; operational KPIs; communications and information systems.*

*Models of Port Ownership and Administration: national port policy; port institutional restructuring; private sector participation; global trends in port ownership.*

*International Regulation, Quality Standards and Administrative Performance: port industry safety & security legislation, regulation and implementation; environmental protection and ISO14001; quality (TQM, Six Sigma, ISO 9001 and CTQI).*

*Port Finance & Economics: financial planning; port costs and charging structures; strategic pricing; financial management (budgeting, accounting, port financing); investment appraisal.*

*Leadership, Management and Corporate Strategy: principles of leadership and management; HR management, employee motivation & labour relations; change management; port strategic planning.*

*Port Competition and Marketing: the nature of port competition; strategies for competitive advantage; marketing plan; market analysis methods.*

## Learning Activities

A programme of lectures with associated tutorials, supported by class discussions and a visit to a port.

## Notes

This module is designed to give students a broad overview of the global port industry and an appreciation of the economic role of ports in international trade and transport

logistics. It provides an opportunity for students to examine and evaluate the technical, administrative and commercial issues that influence port policy and strategy. The student will be introduced to a range of management approaches and principles, relating theory to practice in the port environment.