

## Liverpool John Moores University

Title: Port Business Strategy  
Status: Definitive  
Code: **7054MAR** (120368)  
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
Charles Roberts	

**Academic Level:** FHEQ7      **Credit Value:** 10      **Total Delivered Hours:** 18  
**Total Learning Hours:** 100      **Private Study:** 82

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Tutorial	6

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Written coursework	100	

### Aims

*To provide students with insight to the strategic management of ports in dynamic, competitive environments*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the commercial role of ports within a logistics context
- 2 Critically discuss strategies adopted by ports to gain competitive advantage
- 3 Systematically apply business concepts to the formulation of port strategy

### **Learning Outcomes of Assessments**

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

Written coursework	1	2	3
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### **Outline Syllabus**

*The logistics role of ports and logistics integration concepts*  
*Port competition, port selection criteria, growth and theories of competitive advantage*  
*Strategic planning, port objectives and stakeholder theory*  
*Financial objectives and pricing strategy*  
*Port marketing – internal and external analysis*

### **Learning Activities**

A programme of lectures supported by tutorials

### **Notes**

This module provides students with an appreciation of the role of ports in international trade and transport logistics. Students will examine the commercial factors that influence port strategy and will have opportunity to apply a range of management and business principles within the port context.