

Liverpool John Moores University

Title: Port Business Strategy
Status: Definitive
Code: **7154MAR** (122691)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Robyn Pyne	Y

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: 50 %

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.