



MODULE SPECIFICATION

Part 1: Information			
Module Title	Operations and Strategy		
Module Code	UMSDPH-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Strategy and Operations
Department	BBS, Business and Management		
Contributes towards	BA (Hons) Leadership and Management Practice (Top-Up)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	NA		

Part 2: Description	
<p>This module forms part of the core taught provision on the BA (Hons) Leadership and Management Practice (Top-Up) programme. It builds on students' existing operational management and strategy knowledge and experience and equips students with an understanding of how to develop and implement organisational strategy and operational plans for effective change. Learning will focus around these inter-related areas:</p> <ul style="list-style-type: none"> • The concepts of organisational strategy and operations management • Strategy process and direction: values and mission, social responsibility, sustainability, and ethical leadership • Strategic control and governance • External and industry analysis, and the industrial organization perspective • Capabilities, competencies and the resource-based perspective • Managing operations for competitive advantage • Resource planning, capacity and demand • Supply chain management • Quality management and lean thinking <p>The module will typically be studied on a block release basis. Contact time per module will equate to 6 days delivered in two blocks. These two blocks will be spread over 2 months and assessment scheduled for 4 weeks following the second teaching block.</p> <p>There is a focus on flipped delivery supported by technology: here the delivery of core theoretical concepts moves from the classroom into the online space (pre block delivery) and synchronous sessions (block delivery) focus on collaborative learning, sense making and sharing of experiences. Post block delivery online activities help the student to apply their learning to the context of their organisation and personal and professional development.</p>	

Part 3: Assessment		
<p>This module will contribute to the student's ability to build a Portfolio for the CMDA demonstrating evidence that the candidate is able to apply theory to support the development, implementation and monitoring of organisational strategies and plans. To this end, the <u>summative assessment</u> of this module has been devised to examine both the students' knowledge and application of the subject. Students will be expected to draw active links to their learning portfolio and situate this assessment in their workplace to demonstrate individual ownership of their work and learning.</p> <p>The coursework requires independent research, evaluation and academic critical appraisal applied to an aspect of operations management and organisational strategy in the student's organisation. It consists of two elements:</p> <ol style="list-style-type: none"> 1.) Critical Appraisal of operations performance (1,000 words). 2.) Organisational Strategy Business Report (2,000 words) <p><u>Formative assessment</u> in this module will centre on the seminar preparation that students will have undertaken prior to each block delivery. This provides a chance for students to practice applying theory to practice and affords them the opportunity to gain experience without risking adversely affecting the module mark if any mistakes have been made.</p>		
Identify final timetabled piece of assessment (component and element)	Component A2	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Critical appraisal of operations performance (1,000 words)	30%	
2. Organisational Strategy Business Report (2,000 words)	70%	
Component B Description of each element	Element weighting (as % of component)	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Critical appraisal of operations performance (1,000 words)	30%	
2. Organisational Strategy Business Report (2,000 words)	70%	
Component B Description of each element	Element weighting (as % of component)	
Part 4: Teaching and Learning Methods		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Articulate and apply the theories, principles, concepts and analytical techniques of strategic management processes to complex organisation situations recognizing organizations as holistic and interconnected. (A2) 	

	<ol style="list-style-type: none"> 2. Identify, critically review and evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments. (A2) 3. Identify performance issues and develop, propose and report concisely a well-integrated set of recommendations for improving business performance over time. (A1 and A2) 4. Demonstrate a critical understanding of the selected topics of contemporary strategic significance to the performance of organizations (e.g. globalisation, sustainability, innovation and the digital economy). (A2) 5. Critically evaluate operations practices in organisations and make recommendations for improvement (A1) 6. Understand and apply key operations concepts, tools and techniques in practice to increase competitive advantage in organisations (A1) 																														
<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<table border="1" data-bbox="518 645 1430 1037"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="628 1346 1323 1581"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
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Reading List	<p>Students will be expected to undertake substantial independent reading on this module to enable them to apply theory to their work experience. All students will be encouraged to make full use of the electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p><i>An electronic indicative reading list can be found at:</i> https://uwe.rl.talis.com/lists/622192E3-0FBF-6625-71E4-A101C2FC92EA.html</p>																														

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First CAP Approval Date	UVP May 2018 link to Apprenticeship Proposal			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	2	Link to RIA