



Module Specification

Operations and Strategy

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Part 1: Information

Module title: Operations and Strategy

Module code: UMSDPH-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module forms part of the core taught provision on the BA (Hons) Leadership and Management Practice (TopUp) 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.

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Learning will focus around these inter-related areas:

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

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Articulate and apply the theories, principles, concepts and analytical techniques of strategic management processes to complex organisation situations recognising organisations as holistic and interconnected.

MO2 Identify, critically review and evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments.

MO3 Identify performance issues and develop, propose and report concisely a well-integrated set of recommendations for improving business performance over time

MO4 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)

MO5 Critically evaluate operations practices in organisations and make recommendations for improvement

MO6 Understand and apply key operations concepts, tools and techniques in practice to increase competitive advantage in organisations

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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 summative assessment 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.

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:

Critical Appraisal of operations performance (1,000 words)

Organisational Strategy Business Report (2,000 words)

Formative assessment 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.

Assessment components:

Written Assignment (First Sit)

Description: Critical appraisal of operations performance (1000 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO5, MO6

Report (First Sit)

Description: Organisational strategy business report (2000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Critical appraisal of operations performance (1000 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO5, MO6

Report (Resit)

Description: Organisational strategy business report (2000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Leadership and Management Practice {Apprenticeship-UWE} {Top-Up} [Frenchay]
BA (Hons) 2022-23