



Module Specification

Operations Management

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Part 1: Information

Module title: Operations Management

Module code: UMMDTP-15-1

Level: Level 4

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: University Centre Weston

Delivery locations: University Centre Weston

Field: Operations and Information Management

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module will introduce you to fundamental concepts of Operations Management. Operations Management is the administration of business practices to create the highest level of efficiency possible within an organisation. It is

concerned with converting materials and labour into goods and services as efficiently as possible to maximize the profit of an organisation. Operations management teams attempt to balance costs with revenue to achieve the highest net possible.

Outline syllabus: Within this module you will cover:

An introduction to established classic and contemporary management concepts applied within organisations

Evaluation of Management in different types of organisations- various types of operations, tasks of operation managers, strategic importance of operations

Discussion of the importance of management for effective organisational performance

Operations and logistics

Service quality, customer management and blueprints

Part 3: Teaching and learning methods

Teaching and learning methods: A range of assessment techniques will be employed to ensure that learners can meet the breadth of learning outcomes presented in this module alongside the ability to demonstrate transferable skills e.g. communication skills.

Module Learning outcomes:

MO1 Understand the roles and functions of management from both classic and contemporary perspectives

MO2 Evaluate the role of operations in achieving strategic aims and objectives and identify factors that affect its management

MO3 Demonstrate how the service quality concept and gap analysis can improve organisational effectiveness within a business of your choice.

MO4 Identify and apply a range of relevant models of operations management.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 105 hours

Face-to-face learning = 45 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: Component A – (2500 Words) Case Study Report which encourages you to apply a range of Operational Management Strategies to a pre issued business case scenario.

Opportunities for formative assessment exist for each of the assessment strategies used. Verbal feedback is given and all students will engage with personalised tutorials.

Assessment components:

Case Study - Component A (First Sit)

Description: Case study Report (2,500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Case Study - Component A (Resit)

Description: Case study Report (2,500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [Sep][FT][UCW][3yrs] BA (Hons) 2021-22