



Module Specification

Managing Business Processes (Marketing, Events and Tourism)

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Part 1: Information

Module title: Managing Business Processes (Marketing, Events and Tourism)

Module code: UMMDDG-15-2

Level: Level 5

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

Field: Operations and Information Management

Module type: Module

Pre-requisites: None

Excluded combinations: Managing Business Processes (Accounting, Economics and Finance) 2023-24, Managing Business Processes (Business, International and Management) 2023-24, Managing Business Processes (Marketing, Enterprise and Tourism) 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The programme is about the central activity of any organisation, i.e. producing an output to customers. This might be a type of product or a range of services. We use the concepts of delivery systems and the transformation model developed by Slack et al (2007).

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: The module considers the mechanisms used by organisations to perform in their marketplace; strategies of purchasing and supply, processes that can be applied to deliver consistent standards of products and services, tools and techniques which can aid this decision making and process control. We also explore latest thinking with regard to the role that effective, efficient and economic operations can play in an organisation's success.

Operations Strategy

Capacity and Demand

Developing Products, Services and Processes

Quality

Purchasing and the Supply Chain

Project Management

Performance Failure and Recovery

Part 3: Teaching and learning methods

Teaching and learning methods: Operations Management is essentially a practical discipline. The learning activity is developed therefore with the assistance of case studies and other exercises which explore real-world situations.

Lectures and weekly seminar activities require students to engage in private directed study in preparation for the seminar topic. This independent research may include case study analysis, textbook, media or field research and will require the student to

present their work, in part, for coursework assessment. This preparation work will then be discussed (to form part of the formative feedback) during the assigned seminar. It usually consists of 1 or 2 questions on the case study / journal article to be studied at in the seminar. The output expected from the student for this preparation would be the equivalent of a maximum of two sides of A4 hand-written notes.

Contact will be three hours a week and consist of a combination of lectures and seminars. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation.

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

MO1 Assess the significance and concept of quality in the design, production and delivery of products and services.

MO2 Identify and analyse key variables that impact on successful design, implementation and improvement of an operating system.

MO3 Describe the role of effective supply chain management and purchasing practice can play in delivering customer value.

MO4 Indicate critical factors that may influence the process of matching demand with supply, for both consumer and supplier.

MO5 Gain exposure to information technology tools and techniques that can inform and influence purchasing.

MO6 Relate Operations thinking to organisations within our society to assess levels of good practice.

MO7 Appraise research sources independently, in order to investigate and evaluate business and management issues.

MO8 Can select appropriate techniques of evaluation and clarify the relevance and significance of the data collected.

MO9 Develop critical thinking and analysis regarding assumptions and presented evidence.

MO10 Demonstrate numerate and quantitative skills including data analysis and interpretation.

MO11 Perform effective self management in terms of time planning, research activity and individual initiative.

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/modules/ummddg-15-2.html) via the following link

<https://uwe.rl.talis.com/modules/ummddg-15-2.html>

Part 4: Assessment

Assessment strategy: Summative assessment of this module has been devised to examine both the students' knowledge and application of the subject.

The 2,000 – 2,500 word coursework task requires independent research, evaluation and academic critical appraisal of an organisation in the marketplace. Prior to the report coursework and exam component students are exposed to examples of those components highlighting both good and bad practice.

The end of module (2 hour) examination includes questions to test their knowledge and understanding of a topic and also mini caselets that require evaluation and solution. The majority of questions aim for the students to take concepts and theory from operations and apply them to particular examples of organisations.

Formative assessment in this module will centre on the seminar preparation notes that the students will have done prior to each seminar. 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 tasks:**Written Assignment (First Sit)**

Description: 2,000 word report

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO10, MO11, MO4, MO7, MO8, MO9

Examination (First Sit)

Description: 2 hour examination

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO10, MO2, MO3, MO4, MO5, MO6

Written Assignment (Resit)

Description: 2000 word report

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO10, MO11, MO4, MO7, MO8, MO9

Examination (Resit)

Description: 2 hour examination

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO10, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study: