



**ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Operations Management				
Module Code	UMMDKT-15-1	Level	1	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Business and Law	Field	Operations and Information Management		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	FdA Business with Management				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
First CAP Approval Date	1 June 2016	Valid from	September 2016		
Revision CAP Approval Date		Revised with effect from			

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the roles and functions of management from both classic and contemporary perspectives (Component A)</li> <li>• Discuss the importance of operations management within the business sector (Component A)</li> <li>• Describe and explain the role of operations in achieving strategic aims and objectives and identify factors that affect its management (Component A)</li> <li>• Explain how the service quality concept and gap analysis can improve organisational effectiveness within a business of your choice. (Component A)</li> <li>• Identify approaches to total quality management and their application (Component A)</li> </ul>
Syllabus Outline	<ul style="list-style-type: none"> <li>• Introduction to established classic and contemporary management concepts applied within organisations.</li> <li>• Management in different types of organisations- various types of operations, tasks of operation managers, strategic importance of operations</li> <li>• The importance of management for effective organisational performance</li> <li>• Operations and logistics</li> <li>• Service quality, customer management and blue prints</li> </ul>

	<ul style="list-style-type: none"> <li>• Servqual gap analysis model</li> <li>• Total quality management</li> <li>• TQM tools and techniques- Kaizen, JIT, Scientific Methods</li> <li>• Supply chain management</li> </ul>																									
Contact Hours	<p>The module will be taught semesterised and completed within 15 weeks. There will be a 1.5 hour lecture- led session with a 1.5 hour seminar per week.</p> <table border="1" data-bbox="403 566 1090 696"> <thead> <tr> <th>Activity</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Scheduled contact</td> <td>45</td> </tr> <tr> <td>Self-direct study</td> <td>105</td> </tr> <tr> <td><b>Total study time</b></td> <td><b>150</b></td> </tr> </tbody> </table>	Activity	Hours	Scheduled contact	45	Self-direct study	105	<b>Total study time</b>	<b>150</b>																	
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Teaching and Learning Methods	<p>The module will be taught through a series of formal lectures, reinforced by small group discussion and activity workshops. These will be highly experiential providing students with structured opportunities to work with theory in practice and for skills development. There will be a strong emphasis on group work and collaborative learning. The approach is designed to be dynamic, evolutionary and the student will be expected to make a substantial contribution to the content and within guidelines, the direction of the module.</p> <p>Students will be expected to allocate time outside classes for reading, preparing for classes and assessment, and reflecting on progress. Students will be given guided reading, and this private study will be complementary to the formal class.</p>																									
Key Information Sets Information	<table border="1" data-bbox="456 1133 1366 1525"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black;">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>45</td> <td>105</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><b>Written Exam:</b> Unseen written exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	45	105	0	150
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Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the university. These include a range of electronic journals and a wide range of resources available through websites and information gateways. Many of the resources can be accessed remotely.</p> <p>Students will be directed and expected to undertake essential reading throughout the module.</p> <p>Fitzsimmons J.A. Fitzsimmons, M.J. (2013) <i>Service Management, Operations, Strategy and Information Technology</i>. New York: McGraw-Hill International.</p>																				
Indicative Reading List	<p><b>Further Reading</b></p> <p>Bell, D., McBride, P., Wilson, G. and O'Neil, M. (2005) <i>Managing Quality</i>. Oxford: Butterworth Heinemann.</p> <p>Brown, S., Lamming, R., Bessant, J. and Jones, P. (2004) <i>Strategic Operations Management</i>. 2<sup>nd</sup> Ed. Oxford: Butterworth Heinemann.</p> <p>Heizer, J. &amp; Render, B. (2013) <i>Operations Management: Sustainability and Supply Chain Management</i>. 11<sup>th</sup> Ed. New Jersey: Pearson Prentice Hall.</p> <p>Hill, A. and Hill, T. (2011) <i>Essential Operation Management</i>. London: Palgrave Macmillan.</p> <p>Rowbotham, F., Galloway, L. and Azhashemi (2006) <i>Operations Management in Context</i>. 2<sup>nd</sup> ed. Oxford: Butterworth-Heinemann.</p> <p>Slack, N. and Chambers, S. (2009) <i>Operations Management</i>. 6<sup>th</sup> Edition. London: Prentice Hall.</p> <p>Slack, N. and Brandon-Jones, A (2013) <i>Operations Management</i>. 7<sup>th</sup> Edition. Harlow: Pearson.</p>																				

<b>Part 3: Assessment</b>	
Assessment Strategy	<p><b>Component A: Exam</b></p> <p>The exam will consist of a pre-released case study and unseen questions (presented on the day) which tests students' knowledge, understanding and application of key operations management concepts and theories.</p> <p>Formative assessment</p> <p>Students will undertake a series of case studies relating to each key operational management technique to aid in their development, these will be formatively assessed and may include either presentations or short verbal reports.</p>

Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100%</b>	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Exam (2 Hours)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. n/a		

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Exam (2 Hours)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. n/a		

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.