



MODULE SPECIFICATION

Part 1: Information			
Module Title	Operations Management		
Module Code	UMMDKT-15-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Operations and Information Management
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: Introduction to established classic and contemporary management concepts applied within organisations.</p> <p>Management in different types of organisations- various types of operations, tasks of operation managers, strategic importance of operations</p> <p>The importance of management for effective organisational performance</p> <p>Operations and logistics</p> <p>Service quality, customer management and blue prints</p> <p>Servqual gap analysis model</p> <p>Total quality management</p> <p>TQM tools and techniques- Kaizen, JIT, Scientific Methods</p>

STUDENT AND ACADEMIC SERVICES

Supply chain management

Teaching and Learning Methods: 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.

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.

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.

Part 3: Assessment

Component A: Online Exam (2 hour equivalent conducted in a 24 hour window)

The exam will consist of a pre-released case study and unseen questions which tests students' knowledge, understanding and application of key operations management concepts and theories.

Formative assessment

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.

First Sit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	100 %	Examination (2 hours equivalent conducted in a 24 hour window)
Resit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	100 %	Examination (2 hours equivalent conducted in a 24 hour window)

STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Understand the roles and functions of management from both classic and contemporary perspectives</td> <td>MO1</td> </tr> <tr> <td>Discuss the importance of operations management within the business sector</td> <td>MO2</td> </tr> <tr> <td>Describe and explain the role of operations in achieving strategic aims and objectives and identify factors that affect its management</td> <td>MO3</td> </tr> <tr> <td>Explain how the service quality concept and gap analysis can improve organisational effectiveness within a business of your choice</td> <td>MO4</td> </tr> <tr> <td>Identify approaches to total quality management and their application</td> <td>MO5</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Understand the roles and functions of management from both classic and contemporary perspectives	MO1	Discuss the importance of operations management within the business sector	MO2	Describe and explain the role of operations in achieving strategic aims and objectives and identify factors that affect its management	MO3	Explain how the service quality concept and gap analysis can improve organisational effectiveness within a business of your choice	MO4	Identify approaches to total quality management and their application	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/ummdkt-15-1.html</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Business with Management [Sep][FT][UCW][2yrs] FdA 2020-21</p> <p>Business with Management [Sep][PT][UCW][3yrs] FdA 2020-21</p>	