Module Specification

Operations Management

Version: 2023-24, v2.0, 24 May 2023

Contents

Part 1: Information

Module title: Operations Management

Module code: UMMDKT-15-1

Level: Level 4

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: Operations and Information Management

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Introduction to established classic and contemporary management concepts applied within organisations.

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

The importance of management for effective organisational performance

Operations and logistics

Service quality, customer management and blue prints

Servqual gap analysis model

Total quality management

TQM tools and techniques- Kaizen, JIT, Scientific Methods

Supply chain management

Part 3: Teaching and learning methods

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.

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

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

MO2 Discuss the importance of operations management within the business sector

MO3 Describe and explain the role of operations in achieving strategic aims and objectives and identify factors that affect its management

MO4 Explain how the service quality concept and gap analysis can improve organisational effectiveness within a business of your choice

MO5 Identify approaches to total quality management and their application

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 https://uwe.rl.talis.com/modules/ummdkt-15-1.html

Part 4: Assessment

Assessment strategy: Assessment task: 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.

Assessment components:

Examination (Online) (First Sit)
Description: Examination (2 hours equivalent conducted in a 24 hour window)
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Examination (Online) (Resit)
Description: Examination (2 hours equivalent conducted in a 24 hour window)
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business with Management [UCW] FdA 2023-24

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