

Module Descriptor: BAM 205 Operations Management

<u>Module Name:</u>	Operations Management
<u>Level/Credits:</u>	Level 2, 15 Credits
<u>Module Aim:</u>	<p>Operations management is about the way organisations produce goods and services, and in particular the activities that are directly concerned with making and delivering these products. In principle, operations management is very simple. Organisations will take a variety of inputs (materials, money and human resource), perform operations (such as manufacturing and service provision) which in turn will give outputs (the finished goods and services). In practice the business processes by which this is achieved can become very complex. The aim of this module is to enable students to appreciate how organisations effectively manage facilities, assets and resources for the efficient delivery of consistent quality goods and services.</p>
<u>Learning Outcomes:</u>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Appreciate the extent of the operation manager's role and how it differs across different goods and service sectors • Describe the key production processes for a business model and use this as the basis for building an operations plan for the organisation identifying key resource requirements and capacity • Discuss the importance of efficient supply chain management and be able to document a basic supply chain • Understand the principles of quality management and customer relationship management • Recognise the importance of building a sustainable business
<u>Curriculum Content:</u>	<ul style="list-style-type: none"> • Introduction to Operations Management • Product and service design for efficient delivery • Designing business processes • Job design and capacity planning • Efficient supply chain management and logistics • Quality control and management • Customer relationship management • Business sustainability

<u>Learning Strategy:</u>	<p>The intention with this module is not to turn student's into industrial / production engineers with a detailed understanding of the content of complex manufacturing procedures. Instead, the learning undertaken within this module will have a very practical orientation that enables student's to develop a clear understanding of the operations challenges that businesses have to encounter and manage.</p> <p>The assignment will form an integral part of the teaching of this module. In week one students will be given a case study of a business for which they will be required to develop an operational plan. The weekly sessions will be used to introduce key concepts relevant to operations management. These will be explored using a variety of active tasks and also applied to the case study as it builds on a week-by-week basis.</p>
<u>Assessment:</u>	Formative: The seminars will provide an opportunity for students to apply their skills and develop their knowledge and understanding of this subject area in an environment that allows for formative feedback both from the tutor and also from other students.

	<p>Summative: In Session 1 of the module students will be introduced to a number of case scenarios. Each of the scenarios involves a business start-up. Outline details in relation to the business, its intended target market and envisaged scale of production will be provided in briefing documents. Students will be required to prepare the operations plan for the business start –up. Typically 3-4 students will be focusing on the same scenario throughout the course of the module. Although individuals will be working on the same scenario, sharing ideas and providing feedback to one another (for which time will be allocated in the workshop sessions), they will be responsible for their own output which will be judged on an individual basis for assessment purposes. There are two parts to the assignment</p> <p>Part 1: (50%) Students will be required to prepare a poster detailing their operation plan and deliver a 10 minute presentation outlining these plans. Plans are expected to provide information on the customer lifecycle, business processes, supply chains, facilities, and capacity. They are also expected to detail policy covering sustainable business practices, quality management and customer relationship management.</p> <p>Part 2: (50%) Students will be given an extension question regarding a detailed operations management question that will require the preparation of an individual management report of 1750 words. The question will relate to the case study that they have worked on and will require further research and problem solving to respond to.</p>
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