

# WM905-15 Operations Strategy for Industry

**23/24**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Philip Cullen

**Credit value**

15

**Module duration**

1 week

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The existence of a properly formulated and explicit strategy is essential to ensure the development and success of the business. In industrial companies, the operations strategy is a key element. Every company is in a unique and dynamic situation offering products and services with different order winning criteria. Consequently the philosophy of this module is to present a variety of frameworks, methods and examples of how operations strategy can be formulated and implemented in manufacturing and related industries.

### Module aims

The existence of a properly formulated and explicit strategy is essential to ensure the development and success of the business. In industrial companies, the operations strategy is a key element. Every company is in a unique and dynamic situation offering products and services with different order winning criteria. Consequently the philosophy of this module is to present a variety of frameworks, methods and examples of how operations strategy can be formulated and implemented in manufacturing and related industries.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Evolution of manufacturing and the journey to World Class.
- Integration of operations strategy with business strategy.
- Operations strategy formulation processes.
- Tools & techniques for operations strategy decisions.
- Outsourcing strategy.
- International manufacturing/operations.
- Designing business processes.
- Performance measurement in an operations environment.
- Implementation issues.
- Practical examples of strategy formulation.
- Academic and company case studies.

## **Learning outcomes**

By the end of the module, students should be able to:

- Define and explain Operations Strategy and how it integrates, aligns and interacts with other company strategies.
- Recognise the need to measure the performance of the operations strategy and identify suitable areas for measurement.
- Discuss and give examples of how Operations Strategy can be formulated for their different operating environments.
- Critically assess and evaluate company operations strategies and draw conclusions from the information.

## **Indicative reading list**

“Operations Strategy”, Slack N & Lewis M; Pearson, Sixth Edition 2020

“Manufacturing Strategy; Text & Cases”, Hill, T, Palgrave, Second Edition 2000

“Manufacturing Strategy: How to Formulate and Implement a Winning Plan”, John Miltenburg, Productivity Press, Second Edition, 2005

Kaplan, R.S. and Norton, D P. (1996) “The Balanced Scorecard”, Harvard Business School Press, 1996.

“Operations, Strategy & Technology; Pursuing the Competitive Edge”, Hayes R, Pisano G, Upton D

& Wheelwright S, Wiley, 2005

“New Wave Manufacturing Strategies”, J Storey (Editor), Paul Chapman Publishing, 1994

“Competitive Manufacturing: A Practical Approach to the Development of a Manufacturing Strategy”, DTI, IFS, Bedford, 1988.

“Operations Management”, Slack N, Chambers C & Johnson R; Financial Times/Prentice Hall, Third Edition 2001.

“Manufacturing: the Formidable Competitive Weapon”, Skinner W, Wiley, 1985. The Machine that Changed the World”, Womack J P, Jones ,D T, Roos D, Rawson Associates, 1990

“Strategy Safari: The Complete Guide Through the Wilds of Strategic Management”, Henry Mintzberg, Bruce Ahlstrand, Joseph Lampel, Financial Times Publishing, 2001

[View reading list on Talis Aspire](#)

## Subject specific skills

Knowledge of operations strategy and key strategic decision areas; formulation of operations strategy and organisation capabilities; practical application of operations strategy; practical application of operations strategy formulation tools and techniques

## Transferable skills

The transferable skills are: critical thinking, problem-solving, self-awareness, verbal and written communication, information/terminology literacy, presentation and organisational awareness

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## Study

### Study time

Type	Required
Lectures	30 sessions of 1 hour (20%)
Online learning (scheduled sessions)	15 sessions of 1 hour (10%)
Other activity	45 hours (30%)
Assessment	60 hours (40%)
Total	150 hours

### Private study description

No private study requirements defined for this module.

### Other activity description

30 hours maintaining a self-reflective log-book  
15 hours pre-reading and preparation

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A2

	<b>Weighting</b>	<b>Study time</b>
Assessed work as specified by department 100% assignment	100%	60 hours

### **Assessment group R1**

	<b>Weighting</b>	<b>Study time</b>
Assessed work as specified by department 100% Assignment	100%	

### **Feedback on assessment**

Immediate oral feedback will be provided after case studies / practical workshops, which will be focussed upon the learning targets of each session. Feedback will also be provided to any questions which arise from students with the lecture session.

Written feedback will be provided for the Post-Module Assignment within a four-week period after the date of submission. This feedback will be focussed upon the strengths and weaknesses of the work with regard to the module learning objectives and the post-module assignment marking guidelines. Suggestions for improvement will also be provided.

### **Availability**

There is currently no information about the courses for which this module is core or optional.