

WM9PT-15 Strategy & Operations Management

26/27

Department

WMG

Level

Taught Postgraduate Level

Module leader

Mujthaba Ahtamad

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

Strategy & Operations Management is concerned with how an organisation deploys its resources over the long-term to help it respond to key questions such as; How should resources which deliver the company's products and services, be deployed to achieve its corporate objectives. These long-term decisions involve areas such as Capacity & Inventory Management, Logistics, Operational Processes, Technology, and Timing/Scheduling. Strategy & Operations Management involves transforming inputs (such as capital, labour and materials) efficiently and effectively into outputs valued by the end customer in both manufacturing or service environments.

Module aims

This module will give students an understanding of the way in which strategy is both derived from, informs and supports, the organisational actions of a company. This will enable the student to translate a business strategy into a series of operations management functions. Thus students will be informed and enabled to critically evaluate and apply a range of tools, techniques and be aware of technologies suitable for different industrial and service contexts, for a range of levels, (Strategic, Tactical, and Operational).

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.

Operations Management and Strategy
Capacity Management
Inventory Management
Planning and Control Systems
Forecasting
Process/Operations Design (such as Lean, Agile)
Service Operations
Operations Performance
Sustainable Operations Management

Learning outcomes

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

- Develop a comprehensive understanding of the fundamental principles & theories of operations management and understand any strategic importance in key aspects.
- Critically evaluate operations strategies and approaches to assess their alignment with the competitive environment.
- Provide appropriate recommendations to any real-world operations management related issue, problem or opportunity by applying relevant models, frameworks, tools and techniques.
- Appraise selected tools and techniques used in operations management, and evaluate their impact.

Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

Subject specific skills

Critical thinking

Application of tools in subject specific areas,

Practical application of operations strategy and operations management.

Dealing with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly.

Transferable skills

Independent learning, critical thinking, problem solving, communication, professionalism, and team

working.

Study

Study time

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

Private study description

Students encouraged to read items on the reading list and online materials available on moodle.

Other activity description

Unsupervised case-study work.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A1

Assessment component	Weighting	Study time	Eligible for self-certification
Reading & Lecture Engagement Assessment	20%	12 hours	No

Weighting**Study time****Eligible for self-certification**

A computer-based test - offered on moodle which may contain some multiple choice questions - To assess the engagement of students with materials provided.

Reassessment component is the same

Assessment component

SOM - Written Assignment 80% 48 hours Yes (extension)

A comprehensive assignment which will provide questions to assess the learning outcomes of the module.

This assessment will contain up to 4 Questions to be issued to students towards the beginning of the module. Each week, there will be an emphasis to complete the questions iteratively. Allowing the students to submit a meaningful report by Week 4.

Reassessment component

SOM - Written Assignment - Resubmission

No

A comprehensive assignment which will provide questions to assess the learning outcomes of the module.

Feedback on assessment

Assessment feedback: The Reading & Lecture Engagement Assessment will be provided on completion via moodle, and can be released via tabula as per guidelines. Written feedback will be provided for the written assignment assignment using the University feedback template. This feedback will be identify the marking criteria against each Learning Outcome, and where necessary a brief paragraph/statement will be provided commenting on the overall strengths and weaknesses of the work and where applicable any improvements/remedial work needed in the resubmission.

Availability

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