

Liverpool John Moores University

Title: Operations Strategy
Status: Definitive
Code: **7066BUSME** (120460)
Version Start Date: 01-08-2017

Owning School/Faculty: Corporate Development Portfolio
Teaching School/Faculty: Corporate Development Portfolio

Team	Leader
Alastair Balchin	Y

Academic Level: FHEQ7
Credit Value: 10
Total Delivered Hours: 24
Total Learning Hours: 100
Private Study: 76

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Assignment	2,500 words	100	

Aims

To investigate the contribution of operations to the strategic positioning of an organisation or enterprise and to evaluate strategic initiatives for improvement and the management of risk and resilience

Learning Outcomes

After completing the module the student should be able to:

- 1 Differentiate operations strategy from other functional strategies
- 2 Assess and justify the contribution of operations strategies to business and corporate strategy
- 3 Critically evaluate the formulation and implementation of an operations strategy
- 4 Select, apply and critically evaluate established models and literature to address a strategic approach to operations and process improvement, including describing the beneficial impact on organisational success
- 5 Identify and measure risk and resilience and evaluate risk and resilience management initiatives

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Critical Review	1	2	3	4	5
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Outline Syllabus

*Operations strategies and other functional strategies, operations strategy models
 Supply chains and demand chains and the value chain
 Innovation, planning and control
 Capacity Planning, Forecasting and Scheduling
 Building and sustaining continuous improvement and total quality management
 Risk and Resilience*

Learning Activities

Seminars to include short lectures, discussion of current and developing practice and underpinning theory and concepts, case study analysis, facilitated group discussions, group problem solving, application of theories to practice, giving and receiving feedback, reflection on learning experiences

Notes

This option module is in option group C, as described in the programme specification, and should not be combined with other modules in this group.

The module enables students to:
 understand their organisations from the operations and process strategy perspective
 recognise operations strategy policies and initiatives
 develop competence in developing operations strategy in a practical situation