

## Liverpool John Moores University

Title: Operations Strategy  
Status: Definitive  
Code: **7366BUSME** (123795)  
Version Start Date: 01-08-2019

Owning School/Faculty: Leadership and Organisational Development  
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
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**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:** 50 %

### 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