

Liverpool John Moores University

Title: MANAGING OPERATIONS FOR MARKET PERFORMANCE
Status: Definitive
Code: **7501EBMMA** (119144)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: European College of Business Management

Team	Leader
Lihong Zhang	Y

Academic Level: FHEQ7 **Credit Value:** 15 **Total Delivered Hours:** 36

Total Learning Hours: 150 **Private Study:** 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Seminar	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Written assignment.	50	
Report	AS2	Written assignment.	50	

Aims

To investigate the strategic, tactical and operational contexts of operations management and its relationship to market performance.
To evaluate the significance of design, location, layout, supply chain management, scheduling and quality for performance in a market.
To demonstrate competence in the selection and use of established operations management tools and evaluate results for optimising market advantage.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate a range of established operations management techniques and their importance for market performance.
- 2 Select and apply data to a range of established operations management models and evaluate the results.
- 3 Justify the importance of operations strategies and differentiate from other functional strategies.
- 4 Critically evaluate operations processes for customer requirements including quality, delivery and reliability.

Learning Outcomes of Assessments

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

report	1	2	3	4
report	1			

Outline Syllabus

*The scope of operations within the organisation. Goods and services. The strategic and environmental contexts and the impact of technology.
Queuing theory and systems, and facility layout principles.
The notions of planning and control in a systems framework.
Capacity planning, location strategy, supply chain management.
Long and short term planning and scheduling; stock management; Kanban; JIT.
Quality; TQM and its limitations; QA procedures including sampling, control charts, SERVQUAL.
Resilience.*

Learning Activities

Combination of workshops, mini lectures and seminars.

Notes

The module explores operations management developments and the role of operations strategy through its contribution to overall business strategy and its relationship with marketing strategy. Established models and their contexts will be discussed with quantitative and qualitative approaches considered.