

Module Information

2022.01, Approved

Summary Information

Module Code	7502YPCM
Formal Module Title	Managing Operations for Market Performance
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	22
Tutorial	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate a range of established operations management techniques and their importance for market performance.
MLO2	2	Select and apply data to a range of established operations management models and evaluate the results.
MLO3	3	Justify the importance of operations strategies and differentiate from other functional strategies.
MLO4	4	Critically evaluate operations processes for customer requirements including quality, delivery and reliability.

Module Content

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.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	REPORT 1 2,500 words	50	0	MLO1, MLO2
Report	REPORT 2 2,500 words	50	0	MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Seamus O'Brien	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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