

Liverpool John Moores University

Title: MANAGING OPERATIONS
Status: Definitive
Code: **7518ME** (107454)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Online	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Written coursework: Analysis of a workplace Operations related problem. (No longer than 1,000 words in length)	25.0	
Essay	AS2	Written coursework: In depth analysis of workplace problem to apply Operations Management principles to develop a recommended solution. (No longer than 3,500 words in length)	75.0	

Aims

*To investigate the context and processes of managing operations;
To show how operations management is central to the achievement of organisational*

aims;

To develop skills in the use of Operations Management techniques.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate problems in operations and identify approaches to overcoming them;
- 2 Critically evaluate operating plans and identify areas for improvement;
- 3 Justify, implement and evaluate changes to operations in line with modern approaches;
- 4 Evaluate operational processes so that customer requirements including quality, delivery, and reliability are achieved;
- 5 Differentiate and devise suitable control systems.

Learning Outcomes of Assessments

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

ESSAY	1	2	4	
ESSAY	1	3	4	5

Outline Syllabus

Operations Management Introduction. The scope of operations within the organisation. Goods and services. The strategic and environmental contexts and the impact of technology.

Operations strategy 1 – Porter, Delta Model

Operations strategy 2 – Superior Value from Product leadership, customer intimacy, operational excellence; Schroeder Operations Strategy

Competitive advantage from Service Excellence 1- Service Operations, Service Classification, Gronroos Service Management

Competitive advantage from Service Excellence 2 - Service Quality Gap – PZB, SERVQUAL & SERVPERF

Competitive advantage from Operational Excellence – Toyota Production System, JIT and Lean. Lean simulation 'as-is'

Value stream Mapping and waste identification

Customer demand rate and Lean principles to achieve flow

Apply lean principles and lean simulation to-be

Right first time, 6 sigma and SPC

TQM and EFQM

Matching supply and demand

Learning Activities

Seminars

References

Course Material	Book
Author	Slack, N
Publishing Year	2007
Title	Operations Strategy
Subtitle	
Edition	2nd edition
Publisher	
ISBN	

Course Material	Book
Author	Gronroos
Publishing Year	0
Title	Service Management and Marketing: A customer Relationship Management Approach
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Slack, N et al.
Publishing Year	2001
Title	Operations Management
Subtitle	
Edition	
Publisher	3rd edition, London, FT
ISBN	

Course Material	Book
Author	Treacy, M and Wierseman, F
Publishing Year	1997
Title	Discipline of Market Leaders
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Treacy
Publishing Year	2006
Title	Double Digit Growth

Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module enables students to: understand the organisation from the operations perspective; recognise key operational issues and problems; and develop competence in applying and interpreting operations management techniques in practical situations.

Students will be monitored during case study exercise within class to ensure their level of understanding. For example, question and answer sessions and informal discussions will be used to engage students accordingly.

The 25% piece of coursework will be returned to the student with feedback prior to the 75% assignment.