

COURSE SPECIFICATION DOCUMENT

School:	Business
Programme:	BA Business Management BA Fashion Management and Marketing BA Marketing BA Finance and Investment
FHEQ Level:	5
Course Title:	Operations Management
Course Code:	MGT 5405
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall, Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

Provides a theoretical and practical understanding of operations management, together with the ability to apply some of its major techniques to practical business problems. It includes operations strategy, materials management, production planning and simulation, network planning, variety reduction, quality assurance, quality circles, purchasing, and problems and opportunities of introducing new technology.

Prerequisites:

ACC 4205 and MGT 4205

Aims and Objectives:

- To evaluate the core concepts and techniques of Operations Management

- Critically to appraise the role of operations in primary, manufacturing, service and knowledge organizations
- To describe the impact of operations on other functional areas
- To critically appraise the role of emergent technologies in operations management in dynamic and innovative organizations
- To apply theory to the practical situations faced by professional managers
- To assess the role of operational strategies for competitive advantage and sustainability of industries
- To evaluate approaches to achieving operations performance improvement

Programme Outcomes:

BA Business Management

BA Fashion Management and Marketing

BA Marketing:

A1, A3, A4, A5, B1, B2, B3, B4, C1, C2, D1, D4, D5

BA Finance and Investment:

A2, A3, B1, B2, C1, C2, D1, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:
<http://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

Upon completion of this course, a successful student should be able to

Knowledge and Understanding

1. Discuss models of operations management, types of operations and application of these concepts in practical business situations.
2. Explain the key elements of products and services, the main differences between them in terms of sourcing, production and delivery.
3. Evaluate the principles of effective planning and control, including Supply Chain Management and project management.
4. Discuss the strategic role of operations within a range of business contexts and sectors.

Cognitive Skills

1. Apply skills of designing, assessing and managing organisational processes with an adequate level of efficiency and effectiveness.
2. Analyse the key challenges, management responsibilities and functions of operations management in order to contribute to increases in business performance.
3. Apply appropriate evaluation techniques and quantitative analysis methods in order to support informed decision making and provide coherent recommendations.

Practical and/or Professional Skills

1. Identify problems through the application of planning and project management skills in a range of unpredictable situations.
2. Develop and deliver coherent and compelling presentations on operations topics to specialist and non-specialist audiences.
3. Analyse business cases and select appropriate models, techniques or frameworks for solving relevant problems or identifying opportunities.

Key Skills

1. Source and utilise relevant information from a range of sources to support critical analysis and
2. problem solving.
3. Take responsibility for initiating and controlling own work and learning experience, demonstrating a high degree of personal effectiveness in order to manage their own professional development.

Indicative Content:

1. The Role of Operations within the firm.
2. Operations strategy & Sustainable Improvement
3. Decision Making Quantitative Tools
4. Process Design, Layout & Choice
5. Location & Transportation Models
6. Linear Programming and Optimization
7. Capacity management & Constraint Management
8. Forecasting, Inventory Management and Supply Chain Implications
9. Queuing Theory
10. Managing Quality: Control, Management and Improvement

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s).

Bibliography:

Indicative texts:

Slack N, Brandon-Jones A & Johnston R, (2014) Essentials of Operations Management, 7th edition, Pearson Education Ltd, Harlow.

Recommended Reading:

Anderson DR, Sweeney DJ, Williams TA, Camm JD, Martin K, (2011) An introduction to management science: quantitative approaches to decision making, South-Western Cengage Learning, Mason OH

Brown Steve (2005), Operations Management, Butterworth Heinemann

Heizer J & Render B (2011) Operations Management, 10th Ed. New Jersey: Pearson Prentice-Hall Inc.

Hill Terry (2005), Operations Management Strategic Context Macmillan

Johnston Robert (2005) Service Operations Management FT Prentice Hall

Stevenson William (2005), Operations Management McGraw Hill

Vonderembse Mark (2006) Operations Management Concepts John Wiley

Wisniewski M, Stead R, (1996) Foundation Quantitative Methods for Business, Pearson Education Limited, Harlow

Journals:

The Economist

The Financial Times

Journal of Operations Management

International Journal of Operations & Production Management

Management Science

Manufacturing and Service Operations Management (INFORMS journal)

Production and Operations Management

Websites:

www.iomnet.org.uk;

www.apics.org;

www.euroma-online.org.

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic
Minor	Updated Reading List	School Meeting 18.3.2016	
Minor	Updated Programme Outcome List	School Meeting 11. Nov. 16	