MODULE **DESCRIPTOR**

MODULE TITLE	Operations Management Strategy		
MODULE CODE	MG4101 (L7)	CREDIT VALUE	10 / 5 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

To give an overview of the nature of Operations Management and Strategy including the strategic decision making process and an insight into how they deal with the challenges that they encounter. To enable students to apply various theoretical approaches to practical examples and to critically discuss current issues within the subject.

MODULE **CONTENT**

The module will provide an introduction to operations management strategy formulation, implementation, monitoring and control, including the following areas:

1. The nature of operations management and strategy and strategy formulation;
2. Strategy implementation   - Capacity and process technology;
3.   - Procurement and supply chain;
4. Strategic tools for effective and efficient operations including TQM, Lean, Six Sigma and Business Process Re-engineering;
5. Operations strategy monitoring, risk management and performance metrics;
6. Operations strategy control and improvement, developing the product-service mix and project management.

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:

1. Demonstrate a critical understanding of operations management and strategy from both a theoretical and a practical perspective.
2. Apply relevant tools and techniques in developing a critical analysis of operations management and strategy issues.

TEACHING METHODS

The module will utilise a mixture of lectures, group discussions and presentations.
Relevant case studies and business examples will be used to: facilitate the analysis and application of theoretical concepts; and to illustrate good practice and practical examples of the use of tools and techniques.

Students should prepare for the classes and the assignment by reading the relevant chapters of the core texts as well as researching relevant material from other text books, journals and websites.

Task specific work may also be set as preparation for some sessions.

ASSESSMENT METHODS

This module is assessed through an individual report.