

**MODULE SPECIFICATION FORM**

Module Title: Strategic and Operations Management	Level: 6	Credit Value: 20
---	----------	------------------

Module code: BUS601 (if known)	Cost Centre: GAMG	JACS3 code*: N100
-----------------------------------	-------------------	-------------------

Trimester(s) in which to be offered: 1&2	With effect from: September 2015
--	----------------------------------

<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2011
	Date revised: September 2015
	Version no: 4

Existing/New: Existing	Title of module being replaced (if any):
------------------------	--

Originating Academic Business Division: Business	Module Leader: Dr Jan Green
--	-----------------------------

Module duration (total hours)**: 60 Scheduled learning & teaching hours: 60 Independent study hours: 80 Placement hours: 0	Status: core/option (identify programme where appropriate): Core
---	--

Programme(s) in which to be offered: BA Business programme	Pre-requisites per programme (between levels): None
---	---

**Module Aims:** (Include any skills and attributes which may be developed but are not necessarily assessed.)

1. To study the process by which business organizations identify and achieve their aims.
2. To provide a critical understanding of the conceptual frameworks which enable strategic approaches to be applied to business problems.

- To develop an understanding of how Operations Management can contribute to the overall long-term success of an organization by the effective and efficient use of resources.

### Intended Learning Outcomes:

At the end of this module, students should be able to:

Knowledge and Understanding:

- Demonstrate an understanding of the principles of strategic management and operations management.
- Apply the appropriate concepts for strategy implementation and control to a range of business situations.
- Evaluate relevant research and the work of the main writers in the field of business strategy and link them to practice in strategic management.
- Application of Operations Management principles to real issues and an understanding of the research process.

Key skills for employability

- Written, oral and media communication skills
- Leadership, team working and networking skills
- Opportunity, creativity and problem solving skills
- Information technology skills and digital literacy
- Information management skills
- Research skills
- Intercultural and sustainability skills
- Career management skills
- Learning to learn (managing personal and professional development, self management)
- Numeracy

### Assessment:

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2 & 3	Assignment	50%		2,500
2	1 & 4	Case study	50%		

### **Learning and Teaching Strategies:**

There will be main theme lectures to develop underlying principles and smaller group seminars to discuss these and to develop skills of analysis, synthesis and application of theory to business situations. Also, directed study will extend further the depth and breadth of student learning

### **Syllabus outline:**

The environment, strategic capability, purpose and culture.  
Business level strategy.  
Directions and corporate level strategy.

International strategy, innovation and entrepreneurship.  
Strategy methods and choices.  
The practice of strategy, the development process.  
Organizing and resourcing strategies.  
Managing strategic change.  
Process design.  
Layout and flow of resources and facilities.  
Job design and work organization.  
The nature of planning and control.  
Capacity  
The supply chain.  
Inventory and lean operations.  
Project management.  
Quality and TQM.

### **Bibliography:**

Essential reading:

Johnson G, Scholes K and Whittington R, (2008) *Exploring Corporate Strategy* 8<sup>th</sup> edition, Prentice Hall, London

Slack et al, (2007) *Operations Management* 5<sup>th</sup> edition Prentice Hall, London

Other indicative reading:

Chase, R.B., Jacobs, F.R. and Aquilano, N.J. (2004) *Operations Management for Competitive Advantage*, tenth edition, McGraw-Hill/Irwin, Boston.

Heizer, J. and Render, B. (2006) *Operations Management*, eighth edition, Prentice Hall, New Jersey.

Lynch, R., (2006) *Corporate Strategy*, fourth edition, London: FT Prentice Hall.

Mintzberg, H, Ahlstrand, B., and Lampel, J., (2000) *Strategy Safari*, Simon & Schuster.

Whittington, R., (2000) *What is strategy – and does it matter?* Second edition, International Thompson.

Wild, R. (2002) *Operations Management*, sixth edition, Continuum, London