

BNM810 OPERATIONS MANAGEMENT

Number of Aston Credits: 15

Number of ECTS Credits: 7.5

Staff Member Responsible for the Module:

Dr. Ben Clegg, Operations & Information Management Group
Aston Business School Building, Room 274, Extension 3063
Email: b.t.clegg@aston.ac.uk
Availability: see office hours or contact the Operations and Information Management Group Administrator, John Morley, ABS266, Extension 3236

Pre-requisites for the Module:

None

Mode of Attendance:

On Campus

Module Objectives and Learning Outcomes:

The module aims to provide an understanding of the role of Operations Management and how it contributes to business competitiveness. By the end of the module, students should understand the key decision making areas in Operations Management, appreciate the role OM plays in managing business resources and have an insight into the contribution of OM to performance. Analytical skills of investigation and critical analysis will be enhanced and the key transferable skills of working in groups and communication will have been enabled.

Module Content:

Week 1	Directing - Business Strategy, Operations Strategy and Innovation
Week 2	Designing - Supplier Relationships, Products and Services
Week 3	Designing - Process Design
Week 4	Managing - Capacity Planning and Management
Week 5	Managing - Supply Chain and Supply Relationship Management

Week 6	Managing - Inventory, Lean and Just-in-Time Management
Week 7	Managing - Project Management
Week 8	Improving - Performance and Quality Management
Week 9	Revision (and Future Directions ...)
Week 10	Examination

The design, organisation and content of the curriculum should enable the student to understand the role of OM, its contribution to the performance of the business and the key decision areas of OM.

Corporate Connections:

In this module case studies of well known companies will be used (e.g. British Airways, TNT, Intel Corporation).

International Dimensions:

The module introduces Operations Management techniques from around the world, particularly Japanese Just in Time concepts.

Contribution of Research:

Research into strategy, supplier relationship development, new product development, operational improvement, quality and six sigma practices is drawn upon.

Method of Teaching:

The course will involve two main components:

> Lectures

The first session each week will be devoted to a lecture/discussion on Operations Management topics shown in the module content. Students will be expected to come to class having completed the essential readings for the session and be prepared to discuss issues arising.

> Case Studies Discussions and Problem Analyses

In the second half of sessions for most weeks, a case study will be analysed and presented. If this is a paper based case study, **course members should have read and individually prepared the case study prior to attending the session**. Video case studies will also be used, that are an integral part of the core text book. Syndicates will then analyse the case and be prepared to present back to the class in an informal plenary session at the end. This enables critical analysis of case studies

and experience of group working and peer to peer communication. In some weeks the second half of the session will be used for a quantitative and/or qualitative analysis of a problem relating to the lecture.

Syndicates groups are arranged by the postgraduate office; and usually comprise six students with mixed backgrounds.

Method of Assessment and Feedback:

A two hour closed book examination. Part of this will include the analysis of a case study which will be provided in advance of the examination date. The case study analysis tests analytical skills and together with the other exam questions also tests the understanding of OM theories and concepts.

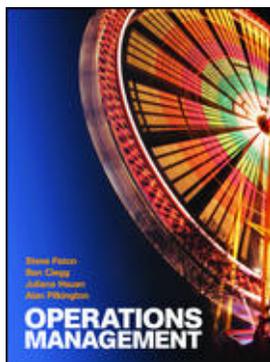
There will be an additional essay to complete. This should be written on 'Trends in Modern Operations Management'. This will be worth 30% of the overall marks. Further details will be given.

Generic cohort feedback will be put on Blackboard after the Board of Examiners' has met.

Learning Hours:

Contact hours	27
Directed learning	30
Private study/group work	91
Assessment	2
Total	150

Essential Reading:



Paton, S, Clegg, B., Hsuan, J., Pilkington, A., 'Operations Management'. McGraw-Hill Education. 2011. 560 pages. ISBN 0077126173 and 978-0077126179. The accompanying website is <http://www.mcgraw-hill.co.uk/html/0077126173.html>

Other useful websites for learning materials include:

The McGraw-Hill Operations Management Resource Center
<http://www.mhhe.com/business/opsci/pom/>

Trends in Modern Operations Management Seminar Series website
www1.aston.ac.uk/aston-business-school/research/groups/oim/research/esrcseminars/