

MODULE: BUSINESS OPERATIONS MANAGEMENT

Semester:	I (Fall)
Stage:	II
Number of Credits:	4 semester credits / 6 quarter units
Theme:	Business Environment
Assessment Weighting:	40% Coursework 60% Examination

INTRODUCTION

This module is designed to develop students understanding of the theoretical aspects of business operations and apply them to practical and creative situations. The module focuses on the recognition of the many components of business operations i.e. Human, technological, quality and environmental. It is also intended that the module focuses on the special skills and qualities required by individuals to complement their existing business skills. The module builds on knowledge gained in the various business disciplines of year one.

AIMS

The aims of this module are:

- To ensure students are aware of the personal and management skills needed for an approach to business management
- To build on students previous knowledge of business theory and concepts and to develop a practical application of them
- To acquaint students with best business practice
- To assist students in developing a practical and creative approach to the business environment
- To ensure that students are aware of the different but inter-related aspects of business

LEARNING OUTCOMES

On successful completion of the module students will be able to:

- Demonstrate a clear understanding of how business theory and practice co-exist
- Integrate previous research, communication and business skills and apply them to diverse business situations
- Demonstrate key managerial skills such as leadership, innovation, strategic / operational goal setting and risk management
- Differentiate between service related industries and manufacturing related industries

SYLLABUS

DEMAND FORECASTING AND MANAGEMENT

Regression Analysis
Risk Management
Order Processing

CAPACITY PLANNING

Utilisation
Scheduling
Alternative Capacity Plans

INVENTORY CONTROL

REPLENISHMENT MODELS

Just-In-Time (J.I.T.)
M.R.P. I
M.R.P II
Dependent vs Independent Demand

WORK MEASUREMENT STANDARDS AND IMPROVEMENT

Methods Study
Time Standards
Ergonomics

QUALITY CONTROL

Inspection Techniques
Total Quality Management (T.Q.M.)
World Class Manufacturing (W.C.M.)
ISO 9000

HUMAN ISSUES

Payment Mechanisms
Performance Measurement
Motivation

THE DESIGN OF PRODUCTS AND SERVICES

The Competitive Advantage Of Good Design

The Stages of Design – From Concept To Specification

The Benefits of Interactive Design

TEACHING AND LEARNING METHODS

This module is specifically designed to develop students' understanding of business operations in both the service and non-service related industries. This module will mainly be delivered through lectures, supporting tutorials and guest speakers. Lectures will impart the central concepts relating to this subject matter. Guest speakers will be invited to discuss topics specific to this syllabus and students will also be required to read extensively on the subject matter and will be given prescribed reading material prior lectures.

ASSESSMENT METHODS

Course work for this module will account for 40% the marks and may typically be presented in the format of case study analysis and individual written reports / essays. The remaining 60% of the marks are allocated to an end of term examination on module completion.

PRIMARY READING LIST

Slack, N.; Chambers, S. & Johnston, R. (2001): *Operations Management* (3rd Edition), Prentice Hall

RECOMMENDED READING LIST

Martinich, J. (1997): *Production & Operations Management – An Applied Modern Approach*, John Wiley & Sons

Schroeder, R. (1993): *Decision Making In The Operations Function* (4th Edition), McGraw Hill

Tomes, A. & Hayes, M. (1993): *Operations Management – Principles and Practice*, Prentice Hall

Muhlemann, A., Oakland, J. & Lockyer, K. (1992): *Production & Operations Management* (6th Edition), Pitman