

MODULE DESCRIPTOR

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|-----------------------|---------------------------|
| TITLE | Operations Management |
| SI MODULE CODE | 19-5B04-01S |
| CREDITS | 10 |
| LEVEL | 5 |
| JACS CODE | N210 |
| SUBJECT GROUP | Events Management |
| DEPARTMENT | Service Sector Management |
| MODULE LEADER | Deborah Fitzgerald-Moore |

| MODULE STUDY HOURS (based on 10 hours per credit)* | | | |
|---|----------------------------------|---------------------------------|------------------------------------|
| Scheduled Learning and Teaching Activities | Placement (if applicable) | Independent Guided Study | Total Number of Study Hours |
| 18 | | 82 | 100 |

MODULE AIM

- introduce students to the fundamentals of Operations Management.
- make students aware that the principles of operations management are central to all managers irrespective of their job title and that Operations Management is a practical subject which deals with real issues in the service as well as the production industries.
- provide students with an opportunity to appreciate and understand the role of Operations Management within organisations of varying disciplines and to develop and apply decision making skills to everyday situations.
- consolidate relevant fundamental knowledge and understanding gained during study at level 4.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Interpret the theories, concepts and principles of practice from the area of Operations Management and their application to the events, hospitality and food sector industries;
2. Investigate existing organisational problem areas and utilise operational a and research skills;
3. Analyse, prioritise and evaluate operational information, concepts and processes to aid the management decision making process;
4. Be aware of, and employ, Information Technology specialist software to assist in the planning and control of operations;
5. Examine and utilise analysis techniques within Operations Management which are appropriate to Facilities Management and work systems;
6. Communicate effectively and concisely in written reports.

INDICATIVE CONTENT

This module will examine topics related to the needs of students entering employment within their various career disciplines. It will include relevant topics, including:-

- Location decision making - site selection and evaluation;
- Layout design and formulation - layout design for purpose, linkages both external and internal including customer flows, relationships with differing activity areas;
- Queuing Theory and Application - in conjunction with layout design, queuing areas, queuing time and service provision;
- Quality Management;
- Project Management - basic PM techniques to include planning, control and evaluation, Gantt, CPN and PERT techniques and IT software usage;
- Inventory Management.

Opportunity will be given to introduce other contemporary topics as new concepts emerge.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The contact hours will be used flexibly, and each week may include key lecture, small group seminars and IT workshop sessions. Sector specific seminars will reinforce the content of the 'lectures' and provide students with the opportunity to examine issues within their sector more closely and reflect on their self-directed study and learning. The format of the seminars could be a combination of exercises relating to the lecture, discussion sessions or peer presentations.

The IT workshop sessions may require IT labs and Project Management software (Microsoft Project or similar).

Students will be directed to a range of learning materials in a variety of media. Guidance will be given on expected reading and self-directed learning activity.

ASSESSMENT TASK INFORMATION

| Task No.* | Short Description of Task | SI Code EX/CW/PR | Task Weighting % | Word Count or Exam Duration** | In-module retrieval available |
|------------------|----------------------------------|-------------------------|-------------------------|--------------------------------------|--------------------------------------|
| 1 | Report | CW | 100 | 2000 | N |

FEEDBACK

Students will receive electronic feedback on their work.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

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| Recommended Texts |
| Anon (2003) Operations Restaurants and Institutions Volume 113, Issue 11 p.28 |
| Barnes D. (2008) Operations Management An International Perspective. London. Thomson Learning. |
| Clements, J. & Gido, J. (2009) Effective Project Management. United Kingdom. South Western , Cengage Learning |
| Gibson, P (2006) Cruise Operations Management [Electronic Book] |
| Ismail, A. (2001) Front Office Operations and Management |
| HEIZER, J. & RENDER, B. (2011) Operations Management. 10th Edition. London: Prentice Hall |
| JOHNSON, R & CLARK G (2005) Service Operations Management. Harlow Pearson Education Limited [Electronic Book] |
| KRAJEWSKI, L., MALHOTRA, M. & RITZMAN (2010) 9th Edition Operations Management New Jersey Pearson Education |
| Kilby, K et al (2006) Casino Operations Management [Electronic Book] |
| McMahon-Beattie, U & Yeomen, I (2004) Sport and Leisure Operations Management |
| MAYLOR, H (2003) Project Management Prentice Hall |
| Schwartz, E et al (2010) Sport facility Operations management [Electronic Book] |
| SLACK, N., CHAMBERS, S. & JOHNSTON, R. (2010) Operations Management. Harlow: Financial Times/Prentice Hall [Electronic Book] |
| TUM, J., NORTON, P. & WRIGHT, J.N. (2005) Management of Event Operations. Oxford : Butterworth-Heinemann |
| WILD, R.(2002) Operations Management London: Continuum |
| WRIGHT, J.N. (1999) The Management of Service Operations. London: Continuum |
| Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online. |
| Academy of Management Journal |
| Harvard Business Review |
| Journal of Operations Management |
| International Journal of Operations and Production Management |

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

| | |
|--|-----------------|
| NEW MODULE | N |
| EXISTING MODULE - NO CHANGE | N |
| Title Change | N |
| Level Change | N |
| Credit Change | N |
| Assessment Pattern Change | Y |
| Change to Delivery Pattern | N |
| Date the changes (or new module) will be implemented | Jan 2014 |

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

| | Module Begins | Module Ends |
|-----------------|---------------|-------------|
| Course Intake 1 | 28/01/2014 | 10/05/2014 |
| Course Intake 2 | DD/MM/YYYY | DD/MM/YYYY |
| Course Intake 3 | DD/MM/YYYY | DD/MM/YYYY |

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|--|---|
| Is timetabled contact time required for this module? | Y |
|--|---|

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|--|---|
| Are any staff teaching on this module non-SHU employees? | N |
| If yes, please give details of the employer institution(s) below | |

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| What proportion of the module is taught by these non-SHU staff, expressed as a percentage? | |
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MODULE ASSESSMENT INFORMATION

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|--|---|
| Indicate how the module will be marked | |
| *Overall PERCENTAGE Mark of 40% | Y |
| *Overall PASS / FAIL Grade | N |

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

| | |
|---|---|
| Will any sub-tasks (activities) be used as part of the assessment strategy for this module? | N |
|---|---|

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

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| According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor) | Task No. 1 |
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NON-STANDARD ASSESSMENT PATTERNS

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| MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. | |
| NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes. | |