## Module Information for BN3318, 2018/9 - APPROVED

### Module Title/Name:
**Operations Strategy**

### Module Code:
**BN3318**

### School:
**Aston Business School**

### Module Type:
**Standard Module**

### New Module?
**No**

### Module Credits:
**20**

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### Module Management Information

<table>
<thead>
<tr>
<th><strong>Module Leader Name</strong></th>
<th>Andrew Greasley</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Email Address</strong></td>
<td><a href="mailto:a.greasley@aston.ac.uk">a.greasley@aston.ac.uk</a></td>
</tr>
<tr>
<td><strong>Telephone Number</strong></td>
<td>0121 204 3110</td>
</tr>
<tr>
<td><strong>Office</strong></td>
<td>ABS 255</td>
</tr>
</tbody>
</table>

**Additional Module Tutor(s):**
None Specified

### Level Description:
**Level 6 (Bachelors)**

### Programmes in which available:
None Specified

### Contributing School & Subject Groups (and %):
None Specified

### Credit Value & ECTS Credits:
10

### Available to Exchange Students?
Yes

### Conditional Details:
None Specified

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### Module Dependencies

<table>
<thead>
<tr>
<th><strong>Pre-requisites:</strong></th>
<th>None Specified</th>
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<tr>
<td><strong>Co-requisites:</strong></td>
<td>None Specified</td>
</tr>
<tr>
<td><strong>Prohibited Combinations:</strong></td>
<td>None Specified</td>
</tr>
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</table>
Module Learning Information

Module Aims:
The module aims to provide an understanding of the methods used to develop an operations strategy and the approaches that operations managers often use to represent an operations strategy such as lean and agile operations. It will also provide an understanding of the techniques and principles involved in the implementation of an operations strategy.

Module Learning Outcomes:
- Plan the implementation of an operations strategy;
- Critically evaluate the various approaches and methodologies used in the development and implementation of operations strategies, assessing the suitability of operations systems & techniques for a particular operations strategy;
- Describe the key characteristics of the popular approaches to operations strategy, including ‘lean’ and ‘agile’;
- The ability to assess case-based evidence in order to provide information for decision making.

Indicative Module Content:

International Dimensions:
The concepts that form the core of the module are international in derivation and application, for example Lean manufacture has its roots in the Japanese approach to operations whilst the more recent developments in Agile manufacturing were founded in the USA.

Corporate Connections:
The lecturer will draw on his experience as a consultant over 20 years for manufacturing and service organisations and from European case study material.

Ethical Approval:
(If primary research is involved)
This module does not require any primary research and no ethical approval will be necessary.

Links to Research:
Research is on-going in support of the set text authored by the module leader. Current research includes simulation studies of an operations logistics system and a Police Force Control Room.

Ethics, Social Responsibility and Sustainability:
The relationship of operations to Corporate Social Responsibility is covered in the module in areas such as the impact on people of repetitive work in high volume food outlets and the environmental impact on wastage in production systems.

Module Delivery

Methods of Delivery & Learning Hours (by each method):

<table>
<thead>
<tr>
<th>Method of Delivery</th>
<th>Learning Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>22 hours</td>
</tr>
</tbody>
</table>
**Learning & Teaching Rationale:**
The concepts that form the core of the module are international in derivation and application, for example Lean manufacture has its roots in the Japanese approach to operations whilst the more recent developments in Agile manufacturing were founded in the USA.

**Module Assessment**

**Methods of Assessment & associated weighting (including approaches to formative assessment as well as summative):**

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>Category</th>
<th>Duration/Submission Date</th>
<th>Common Modules/ Exempt from Anonymous Marking</th>
<th>Week Number</th>
<th>Assessment Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>February to June Exam</td>
<td>Open Book</td>
<td>2:00hrs</td>
<td>-</td>
<td>-</td>
<td>50%</td>
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<tr>
<td>Coursework</td>
<td>Individual Assignment</td>
<td>28/Jan/2019</td>
<td>No</td>
<td>-</td>
<td>50%</td>
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**Method of Submission:**
Electronic Copy Only

**Assessment Rationale:**
The assessment is via a coursework assignment (50%) and a two-hour open book examination (50%). Referral by coursework assignment.

**Feedback Rationale:**
Formative feedback will be provided by the web site that accompanies the set text. Students are encouraged to utilise lecturer office hours to obtain more detailed feedback and advice.
**Module Descriptor (Does NOT appear on student facing module spec)**

Operations Strategy can provide the basis for a firm's competitive strategy. The aim of this module is to provide a clear and detailed treatment of operations strategy formulation and substitutes for operations strategy such as lean, agile and enterprise resource planning systems. Furthermore operations areas such as capacity management and supply chain management will be addressed from a strategic perspective.