

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Operations Management					
2.	Course Code: BBA 2023					
3.	Name(s) of academic staff: Mr. K'ng Kok Eng					
4.	Rationale: It is important for the students to have overall understanding in the knowledge of operations management. The course consist of the knowledge delivery, practical skills training, problem solving skills training and cultivation of the ability of thinking, analysing and practising the theory learned. The course will educate the students from the basic conceptual theory to practical application.					
5.	Semester and Year offered: Semester 3 Year 2					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 22	T 11	P 0	O 4	37 + 83 (IL) = 120 hours
7.	Credit Value: 3 credit hours					
8.	Prerequisite (if any): Nil					
9.	<p>Objectives:</p> <p>The objectives of this course are :</p> <ul style="list-style-type: none"> • To understand the role of operations management in the overall business strategy of the firm. • To understand the interdependence of the operating system with other key functional areas of the firm. • To identify and evaluate the key factors and the interdependence of these factors in the design of effective operating systems. • To identify and evaluate a range of tools appropriate for analysis of operating systems of the firm. • To identify and evaluate comparative approaches to operations management in a global context. • To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms. 					

10.	<p>Learning outcomes:</p> <p>At the end of the semester the students will be able to:</p> <ul style="list-style-type: none"> • Explore opportunities and improve operations. • Diagnose the problems and barriers to create value in operation management. • Design effective and efficient solutions for operation management. • Apply operation management concepts to solve business operation issues. 														
11.	<p>Transferable Skills:</p> <p>Development of transferable skills such as operation management skills, effective group work, leadership skills, and knowledge in approaches to problem-solving.</p>														
12.	<p>Teaching-learning and assessment strategy</p> <p>Class Participation, Assignments, Team Work, Case Studies, and Presentation.</p>														
13.	<p>Synopsis:</p> <p>Operations management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment. Many companies have experienced a decline in market share as a result of their inability to compete on the basis of responsiveness, cost or quality. Most now agree that world class performance in operations is essential for competitive success and long-term survival. We consider key performance measures of operations (productivity, flexibility, quality, and response time) as well as important concepts for improving the performance of operations along these dimensions. At the end of the course, students will have a fair understanding of the role operations management plays in business processes. Emphasis is given both to familiarization of various production processes and service systems, and to quantitative analysis of problems arising in the management of operations.</p>														
14.	<p>Mode of Delivery:</p> <p>Lectures/Tutorial/Practical/Class Activities</p>														
15.	<p>Assessment Methods and Types:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Case Studies, Seminar, Project Paper and Presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">40%</td> </tr> <tr> <td></td> <td style="text-align: right;">-----</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> </tr> <tr> <td></td> <td style="text-align: right;">=====</td> </tr> </table>	Class Participation	10%	Continuous Assessment, Assignments and Tests	20%	Case Studies, Seminar, Project Paper and Presentation	30%	Final Examination	40%		-----	Total	100%		=====
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16.	Mapping of the course/module to the Programme Aims NA							
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached							
18.	Content outline of the course/module and the SLT per topic:							
		Delivery				GL	NGL	SLT
	Topics	L	T	P	O	Hour	Hour	
	1. Introduction <ul style="list-style-type: none"> • What is operations management? • Operations management is important in all types of organization • The process hierarchy • The activities of operations management 	2	1	-	-	3	6	9
	2. Operations performance and Operation Strategy <ul style="list-style-type: none"> • The quality objective • The speed objective • The dependability objective • The flexibility objective • The cost objective • Trade-offs between performance objectives • What is strategy and what is operations strategy? • The 'top-down' and 'bottom-up' perspectives • The market requirements and operations resources perspectives • The process of operations strategy 	2	1	-	2	5	13	18

	<p>3. Process design, Product Design and Services Design</p> <ul style="list-style-type: none"> • What is process design? • What effects should process design have? • Process types – the volume–variety effect on process design • Detailed process design • The design of products and services • Why is good design so important? • The benefits of interactive design 	2	1	-	-	3	6	9
	<p>4. Supply network design</p> <ul style="list-style-type: none"> • The supply network perspective • Configuring the supply network • The location of capacity • Long-term capacity management • What is supply chain management? • The activities of supply chain management • Types of relationships in supply chains • Supply chain behaviour • Supply chain improvement 	2	1	-	-	3	6	9
	<p>5. Forecasting</p> <ul style="list-style-type: none"> • Forecasting – knowing the options • In essence forecasting is simple • Approaches to forecasting • The performance of forecasting models 	2	1	-	-	3	6	9

	<p>6. Layout and flow</p> <ul style="list-style-type: none"> • What is layout? • The basic layout types • What type of layout should an operation choose? • Detailed design of the layout 	2	1	-	-	3	6	9
	<p>7. Process technology</p> <ul style="list-style-type: none"> • What is process technology? • Understanding process technologies • Evaluating process technologies • Implementing process technologies 	2	1	-	-	3	6	9
	<p>8. Planning and Control</p> <ul style="list-style-type: none"> • What is planning and control? • Supply and demand affect planning and control • Planning and control activities • What is capacity management? • Measuring demand and capacity • The alternative capacity plans • Choosing a capacity planning and control approach • Capacity planning as a queuing problem 	2	1	-	-	3	6	9

<p>9. Inventory planning and control</p> <ul style="list-style-type: none"> • What is inventory? • Why is inventory necessary? • Some disadvantages of holding inventory • The volume decision – how much to hold • The timing decision – when to place an order • Inventory analysis and control systems 	2	1	-	1	4	11	15
<p>10. Enterprise Resource Planning (ERP) and Materials Requirements Planning (MRP)</p> <ul style="list-style-type: none"> • What is ERP? • How did ERP develop? • Implementation of ERP systems • What is MRP? • Master production schedule • The bill of materials (BOM) • Inventory records • The MRP netting process • MRP capacity checks 	2	1	-	1	4	11	15
<p>11. Lean synchronization</p> <ul style="list-style-type: none"> • What is lean synchronization? • Eliminate waste • Lean synchronization applied throughout the supply network • Lean synchronization and other approaches 	2	1	-	-	3	6	9
<p>TOTAL STUDENT LEARNING TIME (SLT)</p>	22	11	-	4	37	83	120

19.	<p>Main references supporting the course:</p> <ul style="list-style-type: none"> • R. Dan Reid, Nada R. Sanders (2010) Operation management – An Integrated Approach, International Student Edition, 4th Edition, Wiley. • Jay Heizer, Barry Render (2010) Operations Management. 10th edition. Prentice Hall. • William Stevenson (2011) Operations Management. 11th edition. McGraw-Hill/Irwin. • Roberta S. Russell, Bernard W. Taylor (2010) Operations Management: Creating Value Along the Supply Chain. 7th edition. Wiley. <p>Other References:</p> <ul style="list-style-type: none"> • Nigel Slack (2008) Operation management, 5th edition, Prentice Hall. • Jay Heizer, Barry Render (2008) Operations Management, 9th edition, Pearson Education. • F. Robert Jacobs & Richard B. Chase (2009) Operations and Supply Management: The Core, 2nd edition, McGraw-Hill.
20.	<p>Other additional information: Nil</p>