

ES985-10 Operations Strategy for Industry

23/24

Department

WMG

Level

Taught Postgraduate Level

Module leader

Philip Cullen

Credit value

10

Module duration

1 week

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The existence of a properly formulated and explicit strategy is essential to ensure the development and success of the business. In industrial companies, the operations strategy is a key element. Every company is in a unique and dynamic situation offering products and services with different order winning criteria. Consequently the philosophy of this module is to present a variety of frameworks, methods and examples of how operations strategy can be formulated and implemented in manufacturing and related industries.

Module aims

The existence of a properly formulated and explicit strategy is essential to ensure the development and success of the business. In industrial companies, the operations strategy is a key element. Every company is in a unique and dynamic situation offering products and services with different order winning criteria. Consequently the philosophy of this module is to present a variety of frameworks, methods and examples of how operations strategy can be formulated and implemented in manufacturing and related industries.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Evolution of manufacturing and the journey to World Class.
- Integration of operations strategy with business strategy.
- Operations strategy formulation processes.
- Tools & techniques for operations strategy decisions.
- Outsourcing strategy.
- International manufacturing/operations.
- Designing business processes.
- Performance measurement in an operations environment.
- Implementation issues.
- Practical examples of strategy formulation.
- Academic and company case studies.

Learning outcomes

By the end of the module, students should be able to:

- Define and explain how Operations Strategy integrates, aligns and interacts with other company strategies.
- Recognise the need to measure the performance of the operations strategy and identify suitable areas for measurement.
- Discuss and give examples of how Operations Strategy can be formulated for their different operating environments.

Indicative reading list

“Operations Strategy”, Slack N & Lewis M; Financial Times/Prentice Hall, 2002

“Manufacturing Strategy; Text & Cases”, Hill, T, Palgrave, Second Edition 2000

“Manufacturing Strategy: How to Formulate and Implement a Winning Plan”, John Miltenburg, Productivity Press, Second Edition, 2005

Kaplan, R.S. and Norton, D P. (1996) “The Balanced Scorecard”, Harvard Business School Press, 1996.

“Operations, Strategy & Technology; Pursuing the Competitive Edge”, Hayes R, Pisano G, Upton D

& Wheelwright S, Wiley, 2005

“New Wave Manufacturing Strategies”, J Storey (Editor), Paul Chapman Publishing, 1994

“Competitive Manufacturing: A Practical Approach to the Development of a Manufacturing Strategy”, DTI, IFS, Bedford, 1988.

“Operations Management”, Slack N, Chambers C & Johnson R; Financial Times/Prentice Hall, Third Edition 2001.

“Manufacturing: the Formidable Competitive Weapon”, Skinner W, Wiley, 1985. The Machine that Changed the World”, Womack J P, Jones ,D T, Roos D, Rawson Associates, 1990

“Strategy Safari: The Complete Guide Through the Wilds of Strategic Management”, Henry Mintzberg, Bruce Ahlstrand, Joseph Lampel, Financial Times Publishing, 2001

[View reading list on Talis Aspire](#)

Subject specific skills

Knowledge of operations strategy and key strategic decision areas; formulation of operations strategy and organisation capabilities; practical application of operations strategy; practical application of operations strategy formulation tools and techniques

Transferable skills

The transferable skills are: critical thinking, problem-solving, self-awareness, verbal and written communication, information/terminology literacy, presentation and organisational awareness

Study

Study time

Type	Required
Lectures	30 sessions of 1 hour (30%)
Online learning (independent)	10 sessions of 1 hour (10%)
Assessment	60 hours (60%)
Total	100 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time
Assessed work as specified by department	100%	60 hours
Coursework consisting of an essay of approximately 3,200 words.		

Assessment group R1

	Weighting	Study time
Assessed work as specified by department 100% Assignment	100%	

Feedback on assessment

Immediate oral feedback will be provided after case studies / practical workshops, which will be focussed upon the learning targets of each session. Feedback will also be provided to any questions which arise from students with the lecture session.

Written feedback will be provided for the Post-Module Assignment within a four-week period after the date of submission. This feedback will be focussed upon the strengths and weaknesses of the work with regard to the module learning objectives and the post-module assignment marking guidelines. Suggestions for improvement will also be provided.

Availability

Courses

This module is Core optional for:

- Year 1 of TESA-H7Q0 Postgraduate Taught Manufacturing Systems Engineering & Management
- Year 1 of TESS-H7Q1 Postgraduate Taught Manufacturing Systems Engineering & Management
- Year 1 of TESS-H7Q5 Postgraduate Taught Manufacturing Systems Engineering & Management (HKPU)

This module is Optional for:

- Year 1 of TESS-H1ZW Postgraduate Taught Programme and Project Management
- TESS-H7PT Postgraduate Taught Programme and Project Management (Hong Kong)
 - Year 1 of H7PT Programme and Project Management (Hong Kong)
 - Year 1 of H7PT Programme and Project Management (Hong Kong)

This module is Core option list B for:

- Year 1 of TESS-H1PT Postgraduate Taught Engineering Business Management (Awarded Jointly with Hong Kong Polytechnic Uni)
- Year 1 of TESS-H7PX Postgraduate Taught Engineering Business Management (Cyprus)

This module is Core option list C for:

- Year 1 of TWMS-H7BF Postgraduate Supply Chain and Logistics Management (Hong Kong)
- Year 1 of TWMS-H7BG Postgraduate Supply Chain and Logistics Management (awarded jointly with Hong Kong Polytechnic University)

- Year 1 of TWMS-H1Y6 Postgraduate Taught Supply Chain and Logistics Management (Cyprus)
- Year 1 of TESS-H7PE Postgraduate Taught Supply Chain and Logistics Management (Overseas and Self-Financing)
- Year 1 of TESS-H7PN Postgraduate Taught Supply Chain and Logistics Management (Thailand)

This module is Option list A for:

- Year 1 of TESS-H1PU Postgraduate Taught International Technology Management

This module is Option list B for:

- Year 1 of TESS-H1P2 Postgraduate Award in Engineering Business Management
- Year 1 of TESS-H1X0 Postgraduate Award in Taught Engineering Business Management (Hong Kong)
- Year 1 of TESA-H1P7 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1P1 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1P3 Postgraduate Taught Engineering Business Management (Hong Kong) Warwick Award
- Year 1 of TESS-H1PI Postgraduate Taught Engineering Business Management (Thailand)
- Year 1 of TESS-H1X6 Postgraduate Taught Programme and Project Management
- Year 1 of TWMS-H1Y8 Postgraduate Taught Service Management and Design

This module is Option list C for:

- Year 1 of TWMA-H1NB Postgraduate International Trade, Strategy and Operations
- Year 1 of TWMS-H7BE Postgraduate Service Management and Design (Thailand)
- Year 1 of TESA-H7PD Postgraduate Taught Supply Chain and Logistics Management (Home Fees)