

Module full title	Supply Chain, Operations Management and Digital Business
SITS Module Code	5DIBU002W
Credit level	Level 5
Length	Semester
UK credit value	20
ECTS credit value	10
College	Westminster Business School
School	Applied Management
Host programme of study	BABSM06F (BA Business Management FT)
Progression and assessment board	Applied Management UG PAB
Pre-requisites	N/A
Co-requisites	N/A
Study abroad	Yes
Special features	Franchised to IIT Sri Lanka - 5DIBU002C
Access restrictions	N/A
Are the module learning outcomes delivered, assessed or supported through an arrangement with organisation(s) other than the University of Westminster:	No
Summary of module content	This module explores how to effectively manage the range of operations functions drawing from the traditional and digital perspectives. It considers the business process; the supply chain; operational strategic alignment; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; sustainability; innovation and design in products and services; and developments in technology and systems.

Module aims

This module explores how to effectively manage the range of operations functions drawing from the traditional and digital perspectives. It considers the business process; the supply chain; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; innovation and design in products and services; and developments in technology and system while also highlighting the importance of sustainability as part of operations strategy.

Assessment Methods

Rank	Assessment type	Assessment name	Weighting	Minimum mark required	Qualifying set (where the minimum mark required applies across multiple assessments)
	Portfolio	Simulation Game Based Portfolio (2000 words)	50		
	Coursework	Written Report (2000 words)	50		

Synoptic assessment

n/a

Learning outcomes

By the end of the module, the successful student will be able to:

LO1 Collect and synthesise a range of information around Operations Management Principles to inform a choice of sustainable and digital solutions for future employment.

LO2. Demonstrate an awareness of frameworks that affect Operations Management and the Operations function in a global environment.

LO3. Demonstrate a critical awareness on the impact of digital technologies for communicating effectively with internal and external stakeholders.

LO4. Analyse how organisations manage and implement change in operational processes.

LO5. Select appropriate techniques following an analysis of information, ensuring operations management, supply chain management, sustainability and digital transformation are considered.

Course outcomes the module contributes to

L5.1 Justify how organisations manage resources internally and in the supply chain in both traditional and digital environments, ensuring responsible management of environmental and social aspects. (KU) (GA).

L5.2 Apply management theory and concepts to understand how to manage and provide leadership for the effective and responsible running of the organisation (KU).

L5.5 Apply relevant business management concepts, tools and techniques to business problems and evaluation of environmental, social and governance performance (KTS) (GA).

Indicative syllabus content

- Introduction to Operations Management Principles & Digital Economy
- Operations Strategy/Capability and Alignment with Corporate Strategy in the Digital Era
- Supply Chain Management- Procurement in the Industry 4.0
- Capacity management – Strategies and Technology impact
- LEAN-Total Quality Management-Kaizen-Sustainability
- Service Design in a Buyer's Era
- Porter's Value Chain - McKinsey framework - ERP
- Marketing channels- Quality Management & Operations Management
- Innovation & Strategic Operations Management
- Guest Lecturer – Artificial Intelligence – Business Processes
- Challenges of Operations Management & internationalisation

Teaching and learning methods

Teaching will be through blended learning with online lectures, face to face seminars and guest speakers; videos; classes; in-class group exercises; case studies and Blackboard online resources such as Discussion Boards and Wikis. There will be a 2 hours synchronous delivery around lecture material, which will be released asynchronously for more supportive and discursive teaching and learning while the seminars will be delivered synchronously. The 2 hr weekly lectures mentioned are all going to be delivered online only, while the 2 hr weekly tutorials will be delivered synchronously and on site.

The four hours each week are divided into a large lecture and group-based class sessions. The aim of this approach is to introduce theoretical aspects in the large lecture which is then more deeply considered and applied in the class sessions through case studies and critical discussion. There will also be sessions for formative assessment with quizzes. Tutorial sessions will be provided to support students learning and progression and provide guidelines for the assessments. Frequent formative feedback will be given to ensure students have the support required throughout their learning journey for all aspects of the assessment process such as in-class quizzes, in-class case study reviews, online testing with auto-marking for exam preparation and in-class practice exam questions. Online tools will be used as engaging canvas with students on a weekly basis and dedicated time will be allocated where needed to accommodate more flexible learning cases (i.e. tutors to better explain concepts and briefs outside class, accessibility aspects incorporated to taught material, etc.)

It is emphasised that lecture materials posted to Blackboard will constitute an overview of the main themes relating to a given area and for the benefit of all students the lecture slides will have learning notes embedded. It is essential that lectures are supplemented by reading, which is embedded in the lectures each week and that students participate in classes, tutorials/seminars and discussions and the online learning tools that are provided.

Activity type	Category	Student learning and teaching hours *
Lecture	Scheduled	
Seminar	Scheduled	24
Tutorial	Scheduled	
Project supervisor	Scheduled	
Demonstration	Scheduled	
Practical classes and workshops	Scheduled	
Supervised time in studio/workshop	Scheduled	
Fieldwork	Scheduled	
External visits	Scheduled	
Work based learning	Scheduled	
Scheduled online learning	Scheduled	24
Other learning	Scheduled	
Total scheduled		48
Placement	Placement	
Independent study	Independent	152
Total student learning and teaching hours		200

* hours per activity type are indicative and subject to change

Assessment rationale: Why has this assessment been used for this module?

The module focuses on both the theoretical underpinning and the practical application of the operations functions in a global environment and the impact of internet-based technologies and sustainability in company performance and as such, is best assessed through a combination of a portfolio enabling practical application of theory; and an end of module exam that assesses individual theoretical knowledge and understanding and the interrelations between the different topical areas of the module. The balance of weightings at 50% each allows the opportunity for students to be able to demonstrate knowledge and understanding in a range of methods.

Assessment 1: Portfolio (2000 words)

The portfolio assessment will examine the body of knowledge derived from a range of learning outcomes covered early in the module and allows students to undertake research and investigations and make conclusions on business cases. Portfolio contents include: a simulation game report relating to an operation's business performance. The use of a simulation game for the assessment enables a more in depth understanding of the theoretical concepts taught while it enhances engagement and improves student knowledge retention and critical thinking. 600 written words considering the fundamentals of operations management in an applied context and a further 600 written words considering a specific applied operational practice as related to a set of critical questions posed in the assessment brief (LOs 1 & 2).

Assessment 2: Written Report (2000 words)

The (individual) report will include questions (drawn from a range of cases) allowing students to show knowledge and understanding around traditional and digital perspectives of operations management within a range of formal written report styles. Aspects within the scope of the report questions will allow for students to show their understanding of the inter-relationships within the full range of topical areas enabling stronger students the chance to demonstrate in depth understanding of the concepts taught within applied practices. Students will be prepared for the written report through practice in the seminars. Exchange students will have the same written report for assessment 2 covering the scope of the relevant learning outcomes (LOs 1, 3, & 4).

Full details of the assessment tasks and scope will be available on Blackboard on the dates stated in the module handbook. All university regulations will be applied to the assessment process. Students must ensure that they are familiar with the academic regulations prior to submission of assessed work.

It is expected that all students will benefit from the approach of a range of assessments throughout the module delivery and that support will be provided by seminar tutors to ensure that all students reach their potential. Formative assessments will also be provided in an asynchronous way, with feedback also provided on discussion boards.

Assessment criteria: What criteria will be used to assess my work on this module?

University Grade Descriptors are a benchmark point of reference, they are contextualised using specific subject specialist criteria specific to a particular assessment.

[University Grade Descriptors](#)

Student for the assessments will be able to demonstrate the following to a lesser or greater extent:

Their understanding of how organisations effectively manage the range of operational functions and e-business in an evolving global business context and their ability to communicate effectively in a business-like manner demonstrating in depth understanding within a range of assessments (LOs 1, 2 & 3) - Assessment 1 & 2

Their ability to draw from theory as found in practice in case studies and reflect on operations theory within the traditional and digital perspective, apply and articulate on these towards improvement in their knowledge (LO 2) - Assessment 2

Their ability to discuss and reflect operations in practice, in order to make well informed suggestions for deploying existing, synthesised, or new approaches to operational functions in the digital economy (LO 2, 3, 4) - Assessment 2

Their ability to apply and evaluate operations theory and its relevance to sustainability perspectives for achieving competitive advantage (LOs 1, 3, & 4) - Assessment 1 & 2.

Generic Grade Descriptors at Level 5

80-100: An outstanding piece of work: All assessment criteria have been met at an exceptionally high standard.

- Shows independent reflective thought in relation to task.
- Demonstrates exceptional critical analysis of theories, practices and frameworks.
- Analyses concepts and principles that inform the work.
- Analyses wider context and implications for practice/subject.
- Synthesises research across a range of sources.
- Demonstrates exemplary communication excellent presentation of format used.

70-79: An excellent piece of work: All assessment criteria have been met at a high standard.

- Demonstrates critical and reflective analysis of theories, practices and frameworks from the module.
- Applies a range of competing concepts and principles.
- Analyses wider context and implications for practice/subject.
- Provides evidence of substantial research across a range of sources.
- Communicates effectively with excellent presentation of format used.

60-69: A good piece of work: All assessment criteria have been met at a good standard.

- Analyses theories, practices and frameworks presented on the module.
- Applies key concepts and principles reflectively.
- Identifies important aspects of wider context and implications for practice/subject.
- Undertakes own research and evaluation of sources to inform enquiry.
- Communicates effectively using appropriate format and presentation.

50-59: A sound piece of work: All assessment criteria have clearly been met.

- Uses appropriately theories, practices and frameworks presented on the module.
- Demonstrates clear understanding and reflection on key concepts and principles.
- Demonstrates limited understanding of wider context and implications for practice/subject.
- Undertakes own research to inform task/enquiry.
- Communicates work using appropriate format with some weaknesses of presentation.

40-49: An adequate piece of work: All assessment criteria have just been met.

- Describes accurately a range of theories, practices and frameworks presented on the module.
- Demonstrates adequate understanding of key concepts and principles.
- Undertakes additional research from sources provided within the module.
- Communicates work using appropriate format with some weaknesses of presentation.

30-39: FAIL: An inadequate piece of work: One or more relevant assessment criteria are not met.

- Describes theories, practices and frameworks presented on the module with some weaknesses/omissions.
- Applies key concepts/principles with some weaknesses.
- Uses a minimal amount of relevant information provided within the module.
- Communicates using appropriate format with significant weaknesses in presentation.

0-29: FAIL: A poor piece of work: Most of the relevant assessment criteria area not been met.

- Describes theories, practices and frameworks presented on the module with significant inaccuracies and/or misunderstandings.
- Demonstrates omissions and very limited understanding of key concepts and principles.

- Uses insufficient/inadequate information sources.
- Communicates ineffectually with a very poor standard of presentation.