

Assignment Brief



Submit assignment



Marks and feedback

Submission Deadline	Marks and Feedback
Before 10am on: 09/12/2023	20 working days after deadline (L4, 5 and 7) 15 working days after deadline (L6) 10 working days after deadline (block delivery)
	30/12/2023

Unit title & code	BSS052-6 Project and Operations Management
Assignment number and title	1 - Operations Management Report
Assignment type	Individual Report
Weighting of assignment	40%
Size or length of assessment	2500 words +/- 10%
Unit learning outcomes	<ol style="list-style-type: none"><u>Demonstrate the following knowledge and understanding</u> MSc Project Management<ul style="list-style-type: none">Demonstrate an in-depth knowledge and critical appreciation of Operations and Project Management tools and techniques for various planning and decisions within organisations.MSc Management<ul style="list-style-type: none">Demonstrate an in-depth knowledge and critical appreciation of Operations and Project Management tools and techniques for various planning and decisions within organisations.MSc Purchasing, Logistics & Supply Chain Management<ul style="list-style-type: none">Demonstrate an in-depth knowledge and critical appreciation of Operations and Project Management tools and techniques for various planning and decisions within Logistics & Supply Chain aspects of organisations.<u>Demonstrate the following skills and abilities</u><ul style="list-style-type: none">Effectively determine how Operations and Project Management can support the corporate strategic plan of an organisation, improve performance and implement change, using appropriate tools to support decisions and planning.



Completing Your Assignment

What am I required to do in this assignment?

Assignment: This assessment is the business report, which accounts for 40% of the total grade.

In the assignment you will be required to produce an individual report, which investigates the role of operations management in a chosen industry, approved by your tutor, demonstrating how global operations management can be used to improve competitiveness (2,500 words).

The assignment will involve a review of academic theory on the aspect of operations covered. You will be assessed on the quality and depth of your analysis and argument. Bullet points alone will not achieve a high grade. Where appropriate your answers should be illustrated with sensible examples which relate to the points being made.

You need to choose one global operations management case for your individual report from companies such as Apple, British Airways, Samsung, Google or any company of your choice. You will discuss this further with your tutor before finalising the topic. Critical analysis of the case will help you to answer the following operations management questions:

Q1) Critically examine three relevant Operation Management (OM) decision areas (e.g. quality, inventory management, layout or process design etc.) in your chosen company (or workplace, as long as evidences can be validated with credible resources within your workplace). Ensure that you apply appropriate and relevant theoretical models/concepts for the different decision areas in your answer (1000 words)

Q2) Compare and contrast your chosen organisation with another contemporary one using the 4 Vs (Volume, Variety, Variation and Visibility) (600 words)

Q3) Examine how operational performance within this company might be improved (600 words).

Note: Introduction and conclusion should be **300 words** in total

The report will be **2,500 words** in length (not including references and appendices). It should include answers to all the questions (given above) and should use relevant operations management theories and concepts. Your first submission is the final.

What do I need to do to pass? (Threshold Expectations from UIF)

- Evidence an attempt to provide a satisfactory response to the topic of the case to deal with operational issues and develop suitable operational decisions from the theory of Operations Management.
- Show some evidence of critical analysis of the role of Operations Management tools and techniques in respect of the practical case company routines.

How do I produce high quality work that merits a good grade?

We will be filling this section in together in class on **Click or tap to enter a date**. make sure you have downloaded/printed out the Assignment Brief and bring it to the session with you.

How does this assignment relate to what we are doing in scheduled sessions?

The assignment requires you to apply knowledge and understanding developed from sessions and resources (available on BREO) around 3 main themes of Block delivery:

- **Theme 1: The role of operations in global competitiveness & environmental sustainability**
- **Theme 2: Product, service, process and layout design / quality management, capacity & location planning**
- **Theme 3: Supply chain & logistics management, environmental / sustainability issues in managing operations.**



Marks and Feedback

How will my assignment be marked?

Your assignment will be marked according to the threshold expectations and the criteria on the following page.

You can use them to evaluate your own work and consider your grade before you submit.

	Pass - 40-49%	Pass - 50-59%	Commendation - 60-69%	Distinction- 70%+
Critically examine 3 OM decisions (e.g. quality, inventory management, layout or process design etc.) in your chosen company (or workplace) 40%	Attempted to critically analyse 3 OM decision areas but lacks supporting evidence from the literature and practices of the case company. The logical link between OM areas and improved performance is satisfactory	Some evidence of critical analysis of 3 OM decision areas, supported by the literature and /or OM theory. Some logical recommendations to improve performance.	A good critical analysis of 3 OM decision areas in the case, supported by some evidence from the literature to support the discussion. Some sound recommendations to improve performance.	Comprehensive critical analysis of 3 OM decision areas in the case, supported by strong evidence from the literature, to support the discussion. Sensible and logical, substantiated recommendations to improve performance.
Compare and contrast your chosen organisation with another contemporary one using the 4 Vs (Volume, Variety, Variation and Visibility) 25%	4 Vs (Volume, Variety, Variation and Visibility) are described but discussion lacks evidence. Discussion narrow and possibly not well argued or supported.	4 Vs (Volume, Variety, Variation and Visibility) are described. An ability to use ideas which are easily accessible. No evidence of a student's attempt to go beyond the obvious. Discussion accurate but shallow indicating some issues with the 4 Vs.	A good understanding of the 4 Vs (Volume, Variety, Variation and Visibility) of the case considered, supported by evidences.	A comprehensive answer that shows a sound evaluation of the 4 Vs (Volume, Variety, Variation and Visibility), supported by evidences and appropriate examples.
Examine the ways to improve operational performance within this company 25%	Four improvements for the company's operational performance are described but discussion lacks evidence. Discussion narrow and possibly not well argued or supported	Five improvements for the company's operational performance are described. An ability to use ideas which are easily accessible. No evidence of attempt to go beyond the obvious. Discussion accurate but shallow.	A good understanding of at least five improvements for the company's operational performance of the case considered, supported by evidences.	A comprehensive answer that shows a sound evaluation of at least five improvements for the company's operational performance, supported by evidences and appropriate examples.
Structure, presentation & Referencing 10%	Structure and presentation of the report is satisfactory. Readability is acceptable, though some grammar. Harvard reference format used correctly, referencing is limited.	Good report structure and presentation. Some referencing is used to support discussion.	A good logical structure is evident Presentation of the report and readability are very good. Good references are used to support the discussion.	A well-structured report, where the arguments are presented in a logical order. Professional presentation with excellent readability. Wide range of high quality references to support the discussion.