

Unit of Study: BUS6002 Enterprise Operations Management

Trimester 1, 2023

Overview:

BUS6002 Enterprise Operations Management introduces students to the fundamentals of operations management. Operations management deals with the processes that organisations use to create value for their customers/clients. The aim of this unit is to provide students with a range of concepts that can be applied to understanding and analysing operations processes of any organisation. Students will gain understanding of operations terminology, be able to contribute to key operations debates, and be able to see the operations of an organisation from a strategic context.

Course(s)	Master of Project Management and Business Master of Business Administration
Core or Elective	Elective: Master of Business Administration
Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks; 1 revision week; 1 final assessment week)
Level	9 Intermediately
Student Workload	Students should expect to spend approximately 10 hours per week over 12 weeks (totalling approximately 156 hours) on learning activities for this unit.
Mode(s) of Delivery	On campus, Blended
Pre-Requisites	BUS5001 Ethical, Legal and Industrial Frameworks BUS5102 Supplier and Consumer Behaviour
Unit Coordinator	As per current timetable
Contact Information	Consultation: 1 hour scheduled session

Unit Learning Outcomes

On successful completion of this units, students will be able to:

- ULO1 Evaluate approaches to business enterprise management within the strategic context of the organisation.
- ULO2 Create an operation mapping of an industry to investigate current business requirements of an organisation
- ULO3 Create an operation management plan of an organisation in response to a significant change in business requirements.
- ULO4 Apply tools and techniques to design or audit enterprise operations.
- ULO5 Articulate ethical issues faced by an organisation within a global framework of operational sustainability.

Weekly Schedule

Detailed information for each week's activities can be found on Unit's Weekly Modules in Canvas.

Week	Topic
Week 1	Introduction to Operations Management and Value Chains
Week 2	Measuring Performance
Week 3	Operations Strategy
Week 4	Technology and Operations Management
Week 5	Goods and Service Design
Week 6	Supply Chain Design
Week 7	Enterprise Facilities and Workflow Design
Week 8	Capacity Management and Inventories
Week 9	Operations Scheduling and Sequencing
Week 10	Process Analysis and Resource Utilization
Week 11	PRESENTATION AND DISCUSSION
Week 12	PRESENTATION AND DISCUSSION

Assessments

- All assessments are compulsory.
- To pass the unit students must:
 - achieve a total of 50% or more of marks offered; and
 - pass all individual invigilated assessments; and
 - have attempted all assessments.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

- The Board of Examiners may grant a supplementary assessment where a student:
 - achieves a total of 45% or more; and
 - has passed all individual invigilated assessments in the unit; and
 - has attempted all assessments; and
 - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

- APIC awards common result grades as set out in the [Award of Grade Policy](#).
- Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

Assessment Task	Type	Weighting	Due	Length	ULO
Assessment 1: Quiz Online quiz to identify key content areas to identify further support needs	Individual Invigilated	30%	30 mins (Equiv. 1500 words)	Week 3, 6, 9	ULO-1 ULO-2 ULO-3 ULO-4 ULO-5
Assessment 2: Operations Mapping Based on an industry briefing students will collaboratively consider the situation presented. Individually, students map the current situation	Group	30%	1500 words	Week 5	ULO1 ULO3
Assessment 3: Operations Plan Using the outcome of Assessment 1, students will prepare a full operation plan to respond to a significant change in business requirements	Individual	30%	3500 words	Week 10	ULO2 ULO4
Assessment 4: Presentation Students will present their plan to the industry sponsors	Individual Invigilated	10%	15 minutes equiv. 1500 words	11	ULO1 ULO4

equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

Course Reserve

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

Prescribed text(s):

Collier, DA & Evans, JR 2021, *Operations and Supply Chain Management*, 2nd edn, Cengage, Boston, USA.

Recommended Readings:

Henderson, T & Liu, Q 2017, 'Efficient design and analysis for a selective choice process', *Journal of Marketing Research*, vol. 54, no. 3, pp. 430-446, doi: doi.org/10.1509/jmr.13.0545.

Lee, HL & Tang, CS 2017, 'Socially and environmentally responsible value chain innovations: New operations management research opportunities', *Management Science*, vol. 64, no. 3, pp. 983-996, doi:10.1287/mnsc.2016.2682.

Liu, Y & Liang, L 2015, 'Evaluating and developing resource-based operations strategy for competitive advantage: An exploratory study of Finnish high-tech manufacturing industries', *International Journal of Production Research*, vol. 53, no. 4, pp. 1019-1037, doi:10.1080/00207543.2014.932936.

Mak, HY, Rong, Y & Zhang, J 2014, 'Appointment scheduling with limited distributional information', *Management Science*, vol. 61, no. 2, pp. 316-334, doi: 10.1287/mnsc.2013.1881.

Academic integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

Other Important Information and Links

<p>Special consideration</p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the Assessment Policy for further details.</p>	<p>Late submission</p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the Assessment Policy for information about late submission.</p>
<p>Assessment appeals</p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the Assessment Policy for further details.</p>	<p>Award of grades</p> <p>APIC awards common result grades, set out in the Award of Grade Policy.</p>
<p>Expectations of student conduct</p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the Student Code of Conduct.</p>	<p>Study resources</p> <p>APIC Library and Student Learning Support resources and services can be accessed via the Student Lounge or your Dashboard on the OLS (Canvas).</p>
<p>Student Services</p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the Student Services page on the OLS (Canvas).</p>	<p>Key dates</p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the Academic Calendar section of the APIC website.</p>

Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on.