

active since HS 2014/15

Module Name: Operations/- Process Management			
Module Code	w.BA.XX.1OPM-IM.XX		
Degree Program and Discipline	<input type="checkbox"/> BA – General Management <input type="checkbox"/> BA – General Management - Program in English <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Banking and Finance - Program in English <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input checked="" type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology		
Legal Framework	Academic Regulations Bachelor 09 dated by 29.01.2009 Appendix of Academic Regulations dated by 12.05.2009, last modification: 04.03.2014		
Module Category	Type of Module <input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Consolidation <input type="checkbox"/> Compulsory Elective <input type="checkbox"/> Elective	Module Level <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialized	Program Phase <input type="checkbox"/> Assessment <input checked="" type="checkbox"/> Main study program
ECTS	6		
Organizational Unit	SGL – Study Abroad		
Module Coordinator	TBD		
Deputy Module Coordinator	TBD		
Prerequisite Knowledge	International Business & Management		
Relevant Program Objectives	Knowledge and understanding, application of knowledge and understanding, ability to make judgments, communication skills, self-learning skills		
Contributions to Program Objectives	<p>Knowledge and Understanding (High)</p> <ul style="list-style-type: none"> Be familiar with the field of operations management and understand how operations can more effectively contribute to the organization's objectives Know a variety of techniques and analysis frameworks used by operations managers <p>Application of Knowledge and Understanding (Medium)</p> <ul style="list-style-type: none"> Apply a variety of techniques and analysis frameworks used by operations managers to help them make decisions in operations. <p>Ability to Make Judgments (High)</p> <ul style="list-style-type: none"> Utilize appropriate concepts and models for the analysis and evaluation of operations management problems. Investigate problems, evaluate solutions and present recommendations in operations management <p>Communication Skills (Medium)</p> <ul style="list-style-type: none"> Clearly present your recommendations and analysis in operations management <p>Self-Learning Skills (Medium)</p> <ul style="list-style-type: none"> Develop the ability to work and study independently and utilize resources effectively. 		
Primary Module Aim	Operations management is applicable in manufacturing and all aspects of the service sector, from small retailers and professionals to banks and insurance companies, hospitals and utilities. The module presents three main topics: the design of the product/service; the control of the product/service; and improving how the product/service is delivered.		
Module Content	<ul style="list-style-type: none"> Strategic role of operations and operations strategy Design of processes and the implications for layout and flow Design and management of supply networks Resource planning and management Lean systems Quality planning and managing improvement 		
Competence-Oriented Learning Goals	<p>After completing this module, students will be able to...</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ... explain models and theories of operations management ... explain how operations can more effectively contribute to the organization's objectives ... list and explain a variety of techniques and analysis frameworks used by operations managers <p>Application of Knowledge and Understanding (Medium)</p> <ul style="list-style-type: none"> ... apply a variety of techniques and analysis frameworks used by operations managers to help them make decisions in operations. <p>Ability to Make Judgments (High)</p>		

	<ul style="list-style-type: none"> ... utilize appropriate concepts and models for the analysis and evaluation of operations management problems. ... investigate problems, evaluate solutions and present recommendations in operations management <p>Communication Skills (Medium)</p> <ul style="list-style-type: none"> ... clearly present your recommendations and analysis in operations management <p>Self-Learning Skills (Medium)</p> <ul style="list-style-type: none"> ... learn autonomously in accompanied and autonomous self-study. 										
Links to Other Modules	The module has a link to the following / following module (s): <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Module:</td> <td style="width: 50%;">Content:</td> </tr> <tr> <td>Economics</td> <td>Macro- and micro-economic principles</td> </tr> <tr> <td>International Business & Management</td> <td>Value chain issues, organizational functions, resources and capabilities, generic strategies.</td> </tr> <tr> <td>International Strategic Management</td> <td>Strategic importance of operations management, strategy formulation, competitive advantage.</td> </tr> </table>			Module:	Content:	Economics	Macro- and micro-economic principles	International Business & Management	Value chain issues, organizational functions, resources and capabilities, generic strategies.	International Strategic Management	Strategic importance of operations management, strategy formulation, competitive advantage.
Module:	Content:										
Economics	Macro- and micro-economic principles										
International Business & Management	Value chain issues, organizational functions, resources and capabilities, generic strategies.										
International Strategic Management	Strategic importance of operations management, strategy formulation, competitive advantage.										
Teaching Method(s)	<p>Classroom Instruction</p> <input type="checkbox"/> Lectures <input type="checkbox"/> Interactive instruction <input type="checkbox"/> Exercises <input type="checkbox"/> Discussion <input type="checkbox"/> Presentation <input type="checkbox"/> Group project <input type="checkbox"/> Case studies <input type="checkbox"/> Review of literature <input type="checkbox"/> Simulation(s) Others:	<p>Guided Self-Study</p> <input type="checkbox"/> Individual work <input type="checkbox"/> Working with a partner <input type="checkbox"/> Group work									
Classroom Attendance Requirement	100%										
Type of Instruction	Classroom Instruction (1 x 45 min. lesson = 1 h workload)	Guided Self-Study (1 x 45 min. lesson = 1 h workload)	Autonomous Self-Study (1 x 45 min. lesson = 1 h workload)								
Large Class	h		h								
Small Class	h		h								
Group Instruction	h		h								
Practical Work	h		h								
Seminar	h		h								
Total	h		h								
Performance Assessments	Type	Number	Length (min.)								
	<input type="checkbox"/> Written exam(s)		<input type="checkbox"/> Written exam(s)								
	<input type="checkbox"/> Oral exam(s)		<input type="checkbox"/> Oral exam(s)								
	<input type="checkbox"/> Talk/oral presentation(s)		<input type="checkbox"/> Talk/oral presentation(s)								
	<input type="checkbox"/> Paper(s)		<input type="checkbox"/> Paper(s)								
	<input type="checkbox"/> Others:		<input type="checkbox"/> Others:								
	Type	Weighting	Form								
	Written exam(s)		<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials <input type="checkbox"/> Closed book								
	Oral exam(s)										
	Talk/oral presentation(s)										
	Paper(s)										
	Others:										
	<p>Permitted Resources acc. to the guidelines on the use of examination aids/resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")</p> <input type="checkbox"/> Free choice of calculator <input type="checkbox"/> Calculator supplied by ZHAW <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary <input type="checkbox"/> Others (please specify):										
Language of Instruction/Examination	<input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> French										
Teaching Materials	<input type="checkbox"/> Lecture slides <input type="checkbox"/> Script										

	<input type="checkbox"/> Online resources <input type="checkbox"/> Others (please specify):
Compulsory Reading	-
Recommended Reading	-
Comments	Study Abroad Module