

2019.FS

Module Name: Operation & Process Management	
Module Code	w.BA.XX.ZOP-flex.XX
Module Description	Students are able to design, manage, and improve simple practical processes. They learn about the most common process and operations management concepts and their practical implementation from examples drawn from industrial and service companies. In addition, the curriculum enables students to understand the interrelationships between the process of producing goods and services (operations) and the other processes of an enterprise, thereby promoting their ability for interdisciplinary thought and action.
Program and Specialization	§ Business Administration - Banking and Finance (FLEX) § Business Administration - General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W Zentrum Unternehmensentwicklung Ltg.
Module Coordinator	Michael Lustenberger (luse)
Deputy Module Coordinator	Edgar Heim (heid)
Prerequisite Knowledge	Prerequisites for BA Degree Program: <ul style="list-style-type: none"> • Strategy • Marketing • Financial Accounting Prerequisite for BIT Degree Program: <ul style="list-style-type: none"> • Introduction to BA • Financial and Management Accounting
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... <ul style="list-style-type: none"> § understand the basic concepts of process management and explain how they are employed in supply chain and operations management § apply suitable models and procedures of operation management to operational problems and analyze these problems § structure and categorize problems with regard to models and procedures of operation management § evaluate the results of analyses and deduce appropriate solutions § communicate operational problems in a structured manner § visualize and explain the results of analyses § develop a willingness to understand the principles behind the optimization of value-added processes as a core activity of business administration § develop the ability to evaluate the processes of an organization to produce goods and services with regard to their development potential

Module Content	§ The operations of an enterprise § Process management § Process and product design § Procurement management § Supply chain management § Planning and control of operations § Lean management § Quality management § Process improvement (continuous improvement, BPR) § Technology management § Capacity management		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2Mark.XX w.BA.XX.2Strat.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Literature Review	Social Settings Used: § Individual Work § Pair Work	
Digital Resources	§ Reader § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	100 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	100 h	52 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	90	90,00%
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
Guided self-study tests (8-10)	Grade	10	10,00%
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	§ Slack, N., Brandon-Jones, A. & Johnston, R. (2016). Operations Management. 8th edition. London: Pearson Education. ISBN 978-1-292-09867-8.		
Recommended Reading	§ Heizer, J. & Render, B. (2014). Operations Management. 11th edition. London: Pearson Prentice Hall. ISBN 978-0132863308. § Grabner, T. (2014). Operations Management. 2nd edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-06440-2.		
Comments	-		