

Valid for 2024.FS

Module Name: Operation & Process Management	
Module Code	w.BA.XX.3OP-FLEX.XX
Module Description	Students will be able to design, control, and improve simple practical processes. To this end, the most common process and operations management concepts are taught and applied using practical examples from industrial and service companies. The input shows students the connections between the service creation process (operations) and the other processes in a company and thus promotes interdisciplinary thinking and action.
Program and Specialization	§ Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W Institute for Organizational Viability
Module Coordinator	Judith Paulus (maiu)
Deputy Module Coordinator	Florian Bloch (blof)
Prerequisite Knowledge	Prerequisites for the degree program: <ul style="list-style-type: none"> • Strategy • Marketing • Financial 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"> § know the basic concepts of process management and can explain their application in supply chain and operations management. § apply suitable models and procedures of operations management to operational issues and analyze these issues. § structure and organize issues with regard to the models and procedures of operations management § evaluate analysis results and derive solutions. § present operational issues in a structured manner. § present and explain the results of analyses. § develop a willingness to understand the optimization of value-creating processes as a field of activity of the business economist. § develop the ability to assess the performance creation processes of a company for their further development potential.

Module Content	§ Operations in a company § Process management § Process design § Product design § Supply chain management § Planning and steering of operations § Lean management § Quality management § Process optimization § Technology management § Circular economy		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2Mark-flex.XX w.BA.XX.2Strat-flex.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 Videos § 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	24 h	104 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	24 h	104 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
BSS (8-10)	Grade	10	10,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	German		
Compulsory Reading	-		
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. § Slack, N. & Brandon-Jones, A. (2019). Operations Management. 9th edition. London: Pearson Education. ISBN 978-1-292-25396-1.		
Comments	-		