

Guildhall College London

Report:

SM3038: Strategic Business Operations and Management

Programme:

BA (Hons.) Business Administration

Submission Date:

30 May 2011 (1.45 pm)

Operations Management for creating Competitive advantage

For an organisation of your choice, write a report in which you carry out the following:-

- Conduct a research using appropriate analysis models to identify key operations management issues facing the organisation.
- Comment on the organisation's strategic fit with its current operations processes and systems in the design and delivery of its product portfolio.
- Discuss and apply any relevant operations management strategies / theories that you identify for this organisation
- Evaluate the cost implications for the organisation and how it impacts its stakeholders.
- Recommend with credible rationales the most appropriate and effective operations management strategy for the organisation.
- Suggest what budget and evaluation methods the organisation would have to deploy for your recommendation to be effective.

Your report should draw on relevant strategies / theories and show a good understanding of operations management and business growth. Your organisation's research should be included as a further appendix, and a summary of the key operations management issues facing the organisation should be included in the body of the report.

Assessment Criteria

- Conduct relevant organisation's research using appropriate analysis models, and identification of key operations management issues.
- Thorough Identification and comments on the strategic fit between the organisation's current portfolio, processes and systems.
- Appropriate discussion of operations management theories and how they manifest in the organisation's operations.
- Suitable financial evaluation of cost implications for organisation and its stakeholder-shareholders in particular.
- Innovative recommendations for appropriate and effective operations management strategy deployment.
- Suggestion of budget and evaluation methods for the recommended Operations Management Strategy implementation.

Appendix

Provide a brief background to the chosen organisation, its customer base and product/service range (2 sides of A4 maximum)

GUIDELINES ON WRITING GROUP REPORT:

Marks: 60 marks
Word length: 2,500 words
Due date: 30 May 2011
Peer adjustment: 20%
Referencing: Harvard Referencing

MARKING SCHEME

Marking Criteria	% Mark Available
Relevant organisation's research using appropriate analysis models, and identification of key issues operations management issues the organisation.	15
Thorough Identification and comments on the strategic fit between the organisation's current portfolio processes and systems.	20
Appropriate discussion of Operations management theories and how they manifest in the organisation's operations.	15
Suitable financial evaluation of cost implications for organisation and its stakeholder, shareholders in particular.	20
Innovative recommendations for appropriate and effective operations management strategy deployment.	20
Suggestion of budget and evaluation methods for the recommended Operations Management Strategy implementation.	10
Total Marks	100