MEC7113 : Business and Operations Strategy

Hours per semester				Weighted Total Mark	Weighted Exam Mark	Weighted Continuous Assessment Mark	Credit Units
LH	PT	TH	CH	WTM	WEM	WCM	CU
45	00	00	45	100	60	40	3

Course description

Successful firms regard operations as a source of competitive advantage, and think strategically about operations. Operations constitute a value chain beginning with product/service design, which include process design, suppliers, manufacturing, distribution, customer service, and environmental impact. The course provides an understanding of the value chain, the strategic context in which the operations take place and the various considerations that have to be made when making strategic decisions for the organisation.

Course objectives

This module aims to develop an understanding of operations strategies used to develop all aspects of the value chain for competitive advantage. Participants will be equipped with the skills of strategic thinking. It provides them with a knowledge and understanding of business policy and strategy.

Course content

- Introduction to Business and operations strategy (5 hours)
- Structural analysis of the industry and competitive environment (6 hours)
- Competitive advantage and competitive positioning (4 hours)
- Operations strategy formulation (6hours)
- Analysing resources and capabilities/ competences (4 hours)
- Make vs buy and supply network strategy (6 hours)
- Strategic outsourcing (4 hours)
- Managing change (6 hours)
- The role of leadership (4 hours)

Methods of course delivery:

The teaching of students will be conducted through lectures, case studies, group discussions among the students and projects aimed at solving real life problems. The lecture material will be availed to the students in advance to enable them have prior reading.

Method of assessment

Assessment will be done through coursework which will include assignments, project work, and presentations and a written examination. Course work will carry a total of 40% and written examination carries 60%. Coursework marks will be divided into; Assignments and project presentations 15%, and Practical Work 25%.

Reading list/References

1. De Witt, B. , Ronn Meyer 2010. Strategy: Process, Content and Context. An International Perspective. 4th Edition. Cengage Learning EMEA, London.
2. Thomas L. Wheelen and J. David Huger. *Strategic Management and Business Policy*, 8th edition ,prentice Hall
3. Fred R. David. *Strategic Management*, 7th edition.
4. Ned Ritson, 2008, *Strategic Management,* Ventus Publishing APS.
5. Anders Drejer, *Strategic Management and Core Competences: Theory and Applications*, 2002, Greenwood Publishing Group. Inc