

University of Pretoria Yearbook 2019

Strategic operations management 782 (OBS 782)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Business Management BComHons Supply Chain Management
Prerequisites	OBS 310 and OBS 320
Contact time	15 contact hours
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

The module focuses on the design, implementation and analysis of an operations management strategy; the role of operations management and the relationship between operations, products and services; contemporary trends and innovations in operations management; aims of an operations strategy and how operations strategy develops over time; designing a product operations strategy and the appropriate strategic fit to the environment, designing the services operations strategy and the appropriate strategic fit to the environment; implementing the operations strategy and how global and dynamic contexts affects the implementation; analysing the operations strategy and measurement of the operations strategy.

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