

University of Pretoria Yearbook 2020

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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