

Module description: Operation & Process Management		
Module Code	w.BA.XX.3OP-FLEX.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
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 promotes interdisciplinary thinking and action.	
Organizational Unit	Institute for Organizational Viability	
Module Coordinator	Florian Bloch	
Deputy Module Coordinator	Judith Paulus	
Program and Specialization	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>• Business Administration - Specialization in General Management (Flex)</li> </ul>	
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
Prerequisite Knowledge	Prerequisites for the degree program: <ul style="list-style-type: none"> <li>• Strategy</li> <li>• Marketing</li> <li>• Financial Accounting</li> </ul>	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• know the basic concepts of process management and can explain their application in supply chain and operations management.</li><li>• apply suitable models and procedures of operations management to operational issues and analyze these issues.</li><li>• structure and organize issues with regard to the models and procedures of operations management</li><li>• evaluate analysis results and derive solutions.</li><li>• present operational issues in a structured manner.</li><li>• present and explain the results of analyses.</li><li>• develop a willingness to understand the optimization of value-creating processes as a field of activity of the business economist.</li><li>• develop the ability to assess the performance creation processes of a company for their further development potential.</li></ul>																															
Module Content	<ul style="list-style-type: none"><li>• Operations in a company</li><li>• Process management</li><li>• Process design</li><li>• Product design</li><li>• Supply chain management</li><li>• Planning and steering of operations</li><li>• Lean management</li><li>• Quality management</li><li>• Process optimization</li><li>• Technology management</li><li>• Circular economy</li></ul>																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"><li>• w.BA.XX.3Strat-FLEX.XX</li><li>• w.BA.XX.3Mark-FLEX.XX</li></ul>																															
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Teaching Materials</li><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li><li>• Multiple Choice Tests</li></ul>																															
Methods of Instruction	<ul style="list-style-type: none"><li>• Problem-Oriented Teaching</li><li>• Lecture</li><li>• Interactive Instruction</li><li>• Case Studies</li><li>• Application Tasks</li><li>• Exercises</li><li>• Literature Review</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li><li>• Pair Work</li></ul>																													
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td>Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>24 h</td><td>104 h</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>24 h</td><td>104 h</td><td>52 h</td></tr></table>					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
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		closed book	90	90.00
	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others	Assessment	Format	Length (min.)	Weighting
	BSS (8-10)	Grade	Einzelarbeit	10	10.00
Classroom Attendance Requirement	Other				
	Attendance for at least one guest lecture is mandatory for every student. The content of a guest lecture is also relevant to the exam.				
Compulsory Reading					
Recommended Reading	<ul style="list-style-type: none"><li>• Brandon-Jones, A. &amp; Slack, N. (2022). Operations Management. 10 Edition. London: Pearson Education. ISBN 978-1-292-40821-7.</li><li>• Grabner, T. (2014). Operations Management. 2nd edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-06440-2.</li><li>• Heizer, J. &amp; Render, B. (2014). Operations Management. 11th edition. London: Pearson Prentice Hall. ISBN 978-0132863308.</li></ul>				
Comments					