

# BUSM 7011 BUSINESS OPERATIONS AND LOGISTICS

**Credit Points** 10

**Legacy Code** 200838

**Coordinator** Henry Lau ([https://directory.westernsydney.edu.au/search/name/Henry Lau/](https://directory.westernsydney.edu.au/search/name/Henry%20Lau/))

**Description** This unit introduces students to operations and logistics management theory and practice. Operations and logistics management is an important element of business strategy and it is integral to both service and manufacturing industries. Students will develop an appreciation of the latest trends in business operations and logistics management and the applications currently adopted in organisations and industries. They will also learn to apply quantitative techniques for formulating/analysing problems and providing recommended solutions. This unit provides an excellent foundation for further specialisation in logistics and supply chain management but also works well for students in general business operations programs.

**School** Business

**Discipline** Business Management

**Student Contribution Band** HECS Band 4 10cp

**Level** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** BUSM 7010 - Business Operations Management

## Restrictions

Students must be enrolled in a postgraduate Business program, 3693 Master of Engineering, 3749 Master of Science, 3772 Graduate Diploma in Protected Cropping or 3773 Graduate Certificate in Protected Cropping

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Describe the critical role of operations/logistics management plays in business organisations;
2. Explain the interactions between operations/logistics management and other aspects of a business enterprise with a view of managing competitive priorities and dynamic capabilities for the long term competitiveness;
3. Evaluate the characteristics of various operations and logistics environments and assess their impact on business;
4. Identify and apply a variety of latest quantitative/ qualitative techniques to tackle operations/logistics management problems and interpret the results from a business management perspective;
5. Apply the skills needed to design, develop and improve operations and logistics systems;
6. Identify and analyse business situations and feel confident making and implementing decisions based on quantitative/qualitative analysis, marketing considerations, behavioural, political factors and financial considerations;
7. Analyse the key features of global operations and logistics and discuss the relevance, managerial considerations, advantages and limitations in depth.

## Subject Content

- introduction to Operations and Logistics processes analysis

- new Product and service design
  - inventory management
  - Supply chain management
  - Forecasting and demand management
  - capacity planning, constrain management and scheduling
  - quality management, control and improvement
  - Logistics Network design and information system management
  - A Balance of manufacturing and service management
  - Project management
1. Introduction to operations and logistics processes analysis
  2. New product and service design
  3. Inventory management
  4. Supply chain management
  5. Forecasting and demand management
  6. Capacity planning, constrain management and scheduling
  7. Quality management, control and improvement
  8. Logistics network design and information system management
  9. A balance of manufacturing and service management
  10. Project management

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Case Study	2,500 words	30	N	Group
Reflection	2 reports, 750 words each	30	N	Individual
Final Exam	2 hours	40	Y	Individual

## Prescribed Texts

- Krajewski, LJ, Ritzman, LP& Malhotra MK 2019, Operations management: processes and supply chains, Twelfth Edition, 12th edn/global edn, Pearson Education, Inc., Upper Saddle River, New Jersey.

## Teaching Periods

### Quarter 1

#### Parramatta City - Macquarie St

#### Evening

**Subject Contact** Hilal Hurriyet ([https://directory.westernsydney.edu.au/search/name/Hilal Hurriyet/](https://directory.westernsydney.edu.au/search/name/Hilal%20Hurriyet/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7011\\_22-Q1\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7011_22-Q1_PC_E#subjects))

### UEH Quarter 2

#### Vietnam

#### Day

**Subject Contact** Hilal Hurriyet ([https://directory.westernsydney.edu.au/search/name/Hilal Hurriyet/](https://directory.westernsydney.edu.au/search/name/Hilal%20Hurriyet/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7011\\_22-UQ2\\_UE\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7011_22-UQ2_UE_D#subjects))

## Quarter 3

### Parramatta City - Macquarie St

#### Evening

**Subject Contact** Henry Lau ([https://directory.westernsydney.edu.au/search/name/Henry Lau/](https://directory.westernsydney.edu.au/search/name/Henry%20Lau/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM7011\\_22-Q3\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7011_22-Q3_PC_E#subjects))

## UEH Quarter 3

### Vietnam

#### Day

**Subject Contact** Henry Lau ([https://directory.westernsydney.edu.au/search/name/Henry Lau/](https://directory.westernsydney.edu.au/search/name/Henry%20Lau/))

View timetable ([https://classregistration.westernsydney.edu.au/ueh/timetable/?subject\\_code=BUSM7011\\_22-UQ3\\_UE\\_D#subjects](https://classregistration.westernsydney.edu.au/ueh/timetable/?subject_code=BUSM7011_22-UQ3_UE_D#subjects))