**'' Number of Words:  5000-5500 ''**

**Please follow the following instructions and template carefully**

**Key Features of the Case Organisation**

Operation Management Issues

Management Systems

Project Management

Role of Operations Manager

**Assessment Brief**

The case study for this assessment will provide a detailed account of a company, aims/objectives of the case study, theoretical concepts to be used to analyse the case organisation, evaluation of the organisation using the concepts identified, lessons learnt and recommendations. This case study is an analytical piece that requires research and application of operations management theories and concepts. You are advised to use the following template to complete this assessment. A guide to the % of the total word count for each section is given in the brackets.

# INTRODUCTION (10%)

Provide a brief introduction to the company. Do not simply ‘cut and paste’ information from the company’s web pages or other corporate documents. There is no need to chart the historical account of the company. Provide an overview of the critical incidents, structure, and growth that are relevant to the areas of operations management you will be investigating. Use variety of course material to demonstrate an unbiased perspective.

# OUTLINE OF THE PURPOSE OF THE CASE STUDY (5%)

In this section provide a clear idea of why this case study is being written, e.g. what is the focus and what will it be used for? The case study needs to address a problem, area of concern, help improve understanding of a concept etc. You may use current literature on operations management to support your rationale for the case study.

# THEORETICAL FRAMEWORKS (25%)

In this section outline the operations management concepts you will use to analyse your case organisation. You may include:

* Techniques for designing and improving operations, including demand forecasting, queuing calculations,
* Inventory management and capacity management.
* Principles of supply chain management.
* Different models of quality
* Risk Management
* Waste and Lean management
* Global and International issues.

You do not need to use all of these concepts, between 4 and 6 would be sufficient. Provide an overview of all of the concepts you will be using. Use operations management literature to provide a ‘synthesised’ summary.

**APPLICATION OF THE THEORY (35%)**

Using the concepts presented in the previous section, evaluate your case organisation. Systematically evaluate the extent your case organisation responds to the concepts. Discuss how effective is the operations management in the organisation.

**RECOMMENDATIONS (20%)**

The final part of your case study analysis should include your recommendations for the company. Every recommendation you make should be based on and supported by the context of your case study analysis. You recommendations need to include:

Information management and systems

Project management

Role of operations manager

**CONCLUSION (5%)**

The concluding paragraph should draw together all of the strands of your case study. Reinforce the theories you have made reference to, and how they have been applied to your case organisation.