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[Technical Support](#)

Definitive Module Document (DMD)

[Back](#)

[Module Info](#) > DMD

Module Code: 3AAD0019

Title of Module

Full Title: Manufacturing Strategy

Short Title: Manufacture Strategy

MODULE

3AAD0019 (A 05/6)

Manufacturing Strate...

- [Module Homepage](#)
- [Module News](#)
- [Module Information](#)
- [Teaching Resources](#)
- [Reading List](#)

Search Website

Version: 1

Credit Points: 15

Level / ECTS Level: 3

First Offered: 1/9/2004 00-00-00

6. Home Department:

AAD

7. Departments(s) contributing to teaching:

9. Module Aims:

- * have a comprehensive understanding of current production concepts and techniques in formulating a manufacturing strategy
- * develop a practical approach in the development and implementation of manufacturing strategies in the business of manufacture

10a. Learning Outcomes: Knowledge and Understanding:

- * articulate key issues about manufacturing strategy

10b. Learning Outcomes: Skills and Attributes:

- * analyse and model a manufacturing strategy and use the outcome to derive a manufacturing systems design
- * derive appropriate manufacturing strategies to suit different companies and product scenarios

11. Module Content

11a Module Content:

The module argues for the case of a modern systems approach to manufacturing strategy, and describes the competitive environment that faces manufacturing in Britain today e.g. Globalisation. An important aim of the module is seen as placing the manufacturing systems in its proper perspective at the centre of the companies manufacturing strategy. The module will also serve a dual purpose i.e. to broaden the perspective of the manufacturing function, and to heighten the awareness of other functional critical areas involved in the task of formulating a successful manufacturing strategy.

11b. Further details on how the learning outcomes of the module will be achieved:

The structure of the Module is outlined below; and the learning outcomes will be achieved through the application of Production & Operations Management (POM) performance measures, the understanding of manufacturing concepts and techniques, the formulation of manufacturing strategy and the fundamentals of management of change issues. The use of real-life scenarios, relevant case studies, and the use of StudyNet are important aspects of the module.

- 1.Introduction and Manufacturing Acronyms- Concepts & Techniques. Operations Performance Measures. Manufacturing Definitions. SMEs and SBUs.
- 2.World Class Manufacturing- What World Class Means. Key Issues for Management to Address. The Human Resource Factors.
- 3.Current Strategies (I)- Focus In Manufacturing. Direction of Manufacturing. The Need for Manufacturing Change.
- 4.Current Strategies (II)- Lean Production. Agile Manufacturing. Characteristics. Transitions.
- 5.Production Systems Choice (I)- The Role of Classical Management in Jobbing, Batch and Flow Production Systems.
- 6.Production Systems Choice (II)- The Role of Systems Management in Group Technology (GT) and Manufacturing/Production Cells.
- 7.Manufacturing Strategy Development- What is a Manufacturing Strategy. Relationship to Corporate Strategy. Basic Questions. The Goal.
- 8.Modular Integrated Systems Strategy (MISS) (I)- Concepts underpinning the Approach. The MISS Flow Process. The Modular Approach.
- 9.Modular Integrated Systems Strategy (MISS) (II)- The MISS Framework. The Ten Modules. Details of Each Module.
- 10.Maintenance Strategy- The Link to Manufacturing Strategy. The Role of Maintenance in the Manufacturing Function. Preventative Maintenance. Maintenance Measures.
- 11.Next Generation Manufacturing- Computer Aided Manufacturing (CIM). Advanced Manufacturing Technology (AMT).
- 12.Management of Change Vs Resistance to Change- Recommendations. Procedures. Management of the Change.

12. Language of Delivery:

English

13. Language of Assessment:

English

14. Assessment Details (Academic):

Coursework: 40

Exam: 60

Other: Typically, assessment will consist of-

One major individual assignment-

One unseen examination.

Both in-course assessments and unseen examinations must be passed

Each assessment satisfies a selection of the learning outcomes

Assessment Notes:

15. Locations(s):

UH HATFIELD

16. Pre and Co-Requisite:

Pre-Requisite

Co-Req

Prohibited

17. Subject Board of Examiner/s:

BUS/MGMT/QUAL COURSES (AADE)

18. Comments

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