

wbs

WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

**For the
Open
Minded**

Group Presentation Brief

Here are the groups

- ◎ Group 1: Anh Bui, Juho, Masi, An, Tessa
- ◎ Group 2: Linh, Tram, Onni, Patrik
- ◎ Group 3: Samuel, Sofia, Hoai, Anh Vu
- ◎ Group 4: Ada, Mario, Juho, Alisher
- ◎ Group 5: Saana, Khang, Milla, Max,
- ◎ Group 6: Emil, Beom-Jin, Noel, Alexandra
- ◎ Group 7: Dan, Khai, Ellen, Ela
- ◎ Group 8: Julia, Tilda, Albert, Otso

Assignment Brief

Using concepts, frameworks and techniques from the curriculum, undertake an analysis of an operation of your choice with an aim to identify best practices or suggestions of improvement.

The operation can be a company from manufacturing or service sectors. Or any other sectors such as government, not-for-profit and university are equally acceptable.

◎ (Accounts for 20% of your mark for this course)

Example Title

- ◎ Improving Process Layout of Cafe
- ◎ Capacity management in a University
- ◎ Identifying Process flow of Disney World
- ◎ Process Design suggestions in IKEA
- ◎ Examining the types of processes encountered by a student during their daily lives
- ◎ Investigating the supply chain success of Zara
- ◎ Better management of waiting times at an Airport: security, boarding, flow improvements

Hint

- ◎ Your analysis should have an overall objective in the form of best practice or improvements
- ◎ Identify why the operation is better than competitors OR
- ◎ Indicate Why the operation is facing challenges/problems how it can be improved

Rules

- ⦿ Presentation is 20 minutes + 5 minutes questions
- ⦿ Minimum of 18 mins and max 20 mins. No longer!
- ⦿ Every group member must present
- ⦿ 4 people in each group
- ⦿ The groups are randomly assigned.
- ⦿ You cannot change groups
- ⦿ Creativity, innovation and different styles are encouraged
- ⦿ Creative ways of presenting; use of very short videos, figures, statistics etc. is encouraged

Presentation Marking Criteria

Criteria	Mark
<p>Comprehension:</p> <p>Demonstrate comprehension of end-to-end operations management - understanding of the key concepts, theories and approaches by clearly identifying the course topics within the context of the chosen operation</p>	
<p>Analysis:</p> <p>Clearly demonstrates in-depth application of operations frameworks and also shows capacity to analyse, explain and critique the implications of the identified strategies/practices within the identified operations. Demonstrates the ability to link theory and practice. Provides clear and reliable chain of evidence to document that adequate information was researched about the chosen case. Balanced use of theory, case data and application of the frameworks to the case.</p>	
<p>Critical evaluation:</p> <p>Critical depiction and analysis of the operations strategies. Proposing evidence based suggestions/reasons/recommendations that are adequately addressing the operational challenges OR identification of operational best practices. Recommending theoretically informed and readily applicable solutions whilst acknowledging the wider contexts. Innovativeness / originality / creativity – how original, novel and creative are the analysis of the operation.</p>	
<p>Presentation Skills</p> <p>Conduct an operations focussed presentation by giving an oral presentation to the class by critically applying the module content/framework/theories. Presentation should be clear, argument based and easy to follow. All group members must contribute for the presentation</p>	