

## **OTHM Higher Diploma**

### ***Project Operations Management in the Business Environment***

The Project is designed to encompass knowledge gained in the other 5 modules studied at higher diploma level. Candidates will be required to understand the taught syllabus and then implement the knowledge gained to construct the Project.

#### **Aims and Objectives**

The module aims to provide participants with:

- A sound understanding of operations management related to the travel, tourism and hospitality supply chain
- The ability to understand the relevant models used in operations management and their potential for implementation
- The ability to understand the history and background of the industry both locally nationally and globally
- The ability to evaluate the marketing and planning process, marketing mix and macro factors affecting demand
- The ability to understand the importance of income generation strategies and the concept of brand loyalty and sustainable tourism
- The ability to be able to suggest strategies to improve customer service productivity and managing quality
- The ability to be able to understand the financial implications of investment decisions

## Learning Outcomes

At the end of the module students should be able to:

- To demonstrate understanding of the background of hotel tour operator and travel agency operations
- The ability to construct a report/project linked to operations management within the industry
- Use models to explain macro and micro environments and operations planning
- To appreciate the contribution of operations management to manage customer service, improve productivity and manage quality
- To select and justify relevant strategies and models for effective operations management
- To evaluate alternative strategies as well as strategies implemented by competitors
- To appreciate the ecological and ethical dimensions now perceived as essential in operating the supply chain
- To work within time frames and financial constraints to achieve SMART objectives