8. Details of Assessment

Assessment 1

Assessment task: Essay

Weighting: 50%

Word count or equivalent: Maximum 1500 word

(Allowance of +/- 10%)

Assessment criteria:

• Identify the nature of operations management

• Analyse the processes of operations management

• Analyse management approaches to operations management

• Apply operations management to gaining customers and competing

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An operation can be explained as a transformation process which changes inputs into outputs and adds value for customers. Therefore operations management is the planning and organising of the delivery of services. In essay format, analyse and evaluate how operations management within the aviation industry helps to gain customers and allow airlines and airports to compete. For example airline adverb or airport strategies .You must complete a bibliography using the Harvard referencing system. Please include a minimum of 16 references (a selection of different books and other academically sound sources).