

GENERAL DATA

Program title	MBA - International Business
Course	Operations Management
Course ID <input type="text"/>	Year of study: 2018/2019
NAME OF LECTURERS:	Mohamad Hassan Wafai, PhD (guarantor, lecturer)

COURSE DESCRIPTION

This course comprises concepts and techniques that apply to the efficient production of goods and services. At a strategic level, the course deals with formulating operation strategies in a global economy. It examines the operational strengths of a business, such as low production cost, high quality, mass customization or quick response, and how they can be used as competitive tools. At a tactical level, the subject covers capacity planning, inventory and quality control. These topics are based on mathematical analyses. At the operational level, the course focuses on scheduling and maintenance. It uses a range of cases as well as discussion topics for students to apply their knowledge.

LEARNING OUTCOMES

Upon completion of this subject, students are able to

- analyze how operations can support corporate strategy to enhance competitiveness, as well as support product and market attributes
- explore the dimensions of process performance and how they can be manipulated to target process improvement
- describe standard lean tools and how they can be used to develop a framework for lean implementation
- evaluate the role of inventory in operations
- define capacity and describe how it can impact the choice of production strategies, as well as growth and profitability of operations
- describe the dimensions of quality as a mapping of customer needs and how it drives a successful operation

REQUIRED READINGS

The relevant information can be found in the Studypack and consists of the courseware for this course. Additionally, there are articles for this subject to be read.

Jacobs, F.R. and Chase, R.B. (2013). Operations & Supply Management, 14th edition, McGraw Hill.

ADDITIONAL ARTICLES AND LINKS FROM THE COURSEWARE (STUDYPACK)

DIDACTICS, TEACHING METHOD, EXAM PROCEDURE

Course: 5 ECTS = 125 hours of study load (1 ECTS = 25 hours of study load)

Mode of delivery: distance learning/e-learning

Planned learning activities and teaching methods: Integrative assessment

Assessment methods and criteria: Integrative assessment