



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Teaching Guide 2018/2019

Operations Management

Bachelor in Business Administration

Face-to-face tuition

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Operations Management

Module: Business Management

Topic: **Business and strategy**

Character: **Obligatory**

ECTS: **4,5 ECTS**

Time period: **Third Course, 4th semester**

Teacher: **Carlos Gutiérrez Hita**

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Student's attention: **Tuesday 16:00-17:00 h. by e-mail appointment.**

Module coordinator teacher: **Carlos Gutiérrez Hita.**

Brief Description

This subject studies and analyses the different decisions that an Operations Manager must undertake in the global environment of an organization in the production areas: product design planning, selecting the production process and capacity, location of the business, internal organization, personnel selection, supplies and storage, maintenance, etc., in order to optimize and improve results.

Previous requirements

The student must have previous knowledge of algebra and calculus, In order to maximize learning results of this subject. The student should be able to solve equations, linear regression and represent functions. Basic concepts of productivity, marketing, corporation management, office software and internet would also be necessary.

Objectives

1. Know the design of goods and services.
2. Study basic concepts of Quality Management.
3. Take decisions about process strategies.
4. Know and analyze location and management Strategies.
5. Analyze management supply.
6. Know how to manage inventories.

Competences and learning results

Cross-learning competences

- (T1)** Ability to analyze and to synthesize
- (T2)** Organization and planning ability
- (T6)** Ability to manage information
- (T7)** Adaptation to new situations
- (T8)** Decision making
- (T22)** Motivation for quality

Specific competences

- (E19)** Ability to apply knowledge to the practice
- (E26)** Identify functional areas of an organization
- (E28)** Identify new developments of corporate organizations to manage successfully the changing environment.
- (E34)** Understand Engineering principles and connect them to the corporation knowledge management.
- (E40)** Understand support technology and its impact in new and prospective markets.

Learning results

- Understand, to reason and synthesize contents in different fields of knowledge.
- Manage and organize the information acquired during the learning process in the field of Business and strategy.
- Organize and know how to use information from different contexts.
- Acquire the necessary abilities to solve problems in areas related to this field of activity.
- Decide in a critical and comprehensive way, among the different options when decision making comes in corporation strategies.
- Value the importance of well done work.
- Understand and apply knowledge of strategy and business to the practice, through the elaboration and defense of well-built and documented arguments.
- Know how to settle new Management Systems, adapted to reality.
- Choose and settle business strategies according to the corporation type.

- Be able to create different corporation structures.
- Structure an organization into differentiated areas according to its purpose.
- Assign functions, responsibilities and authority to each organization area.
- Detect the effect of the different changing factors in the corporation environment (economic, social, technological, etc.) related to the corporation success or failure.
- Adapt corporation policy to the new emerging environment.
- Provide the corporation with enough and necessary mechanisms to adapt to the new situations of each moment.
- Choose the most suitable structure for a new corporation.
- Detect, by means of supervision, improvement points (problems, non-reached objectives, inefficiencies, etc.) in the key processes of an organization.
- Identify and understand tactical and strategic decisions, related to the field of production operations: planning, programs and control of product production.
- Understand the role of technology as exchange paper in organizations.

Methodology

Methodology	Hours	Face-to-face work hours	Non-face-to-face work hours
Master class (65%)	29,25	45 horas (40%)	
Practice workshops (8%)	3,6		
Assessments (7%)	3,15		
Tutorials (20%)	9		
Personal study (45%)	30,38		67,5 horas (60%)
Tasks (30%)	20,25		
Practice clases (15%)	10,13		
Bibliographic search (10%)	6,75		
TOTAL	112,5	45	67,5

Syllabus

Chapter 1: Operations management: Concepts & definitions

- 1.1. Introduction and definitions
- 1.2. Justification
- 1.3. Products and services
- 1.4. Productivity

Chapter 2: Operations management strategies

- 2.1. Target and corporation strategy
- 2.2. Strategic decisions of the Production Management
- 2.3. Strategy and competitive advantage.
- 2.4. Development and strategy execution
- 2.5. Case study.

Chapter 3: Design of goods and services

- 3.1. Design of product and basic concepts
- 3.2. Product development
- 3.3. Product definition
- 3.4. Documents for production
- 3.5. Product choice
- 3.6. Case study

Chapter 4: Trends and estimations

- 4.1. Basic concepts
- 4.2. Methods
- 4.3. Qualitative methods
- 4.4. Quantitative methods

Chapter 5: Quality Management Strategy

- 5.0. Introduction.
- 5.1. Definitions

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5.2. Rules and Models.

Chapter 6: Process strategy and Capacity planning

6.1. Definitions.

6.2. Process types.

6.3. Process capacity.

6.4. Breakeven point calculation

Chapter 7: Localization strategies

7.1. Localization strategies

7.2. Decision factors

7.3. Assessment methods

7.4. Localization of services and industries

7.5. Case study.

Chapter 8: Organization strategies

8.1. Organization types

8.2. Fix-position organization

8.3. Process-oriented organization.

8.4. Office organization

8.5. Retail/trade organization

8.6. Department store organization

8.7. Product-oriented organization

8.8. Case study

Chapter 9: Human Resources strategies

9.1. Workforce planning

9.2. Workplace design.

Chapter 10: Production planning

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- 10.1. Production plan
- 10.2. Production plan . Aggregate plan
- 10.3. Production plan: Master Program
- 10.4. Planning of Material needs (MRP).
- 10.5. PERT Method
- 10.6. Case study

Chapter 11: Inventory Management

- 11.1. Justification
- 11.2. Inventory Functions
- 11.3. Inventory Times and Cost.
- 11.4. Demand and Inventory
- 11.5. Control of Materials
- 11.6. Case study

Connection with other subjects in the study plan

This subject is related to all those subjects within the field of organization, management and organizations management. It is also closely linked to:

- Strategic Management and Business Policy.
- Quality and Innovation Management.
- Business creation.

Assessment system

February/June call

1. **Written exam:** 60% of the total grade.

The subject will be assessed in two exams (25% and 35%)

2. Student's participation in training activities: 40%

The student's participation in the different training activities that make up the subject, will be assessed through the correction of tasks, case studies and problems, performed both individually or in groups, as well as through the public defense of some of these works and the participation in debate forums.

The student will pass the subject in the February/June call when the arithmetic mean, according to the three grade percentages (two written exams and training activities) is equal or higher than 5, whenever none of the other two grades (middle and final terms) are lower than 4. If the student has less than 5 points, he/she will have to pass in the September Call, keeping the grades equal or higher than 5.

September Call

Written exam: 100%

The student will pass the subject in September call when the grade is equal or higher than 5. In case of not passing, he/she will have to pass the complete subject in later calls (in future academic years).

Bibliography and reference sources

Basic Bibliography

- Slack N, Brandon-Jones A, Johnston R. Essentials of operations management. Harlow: Financial Times Prentice Hall 2011. Available at:
http://eu01.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=4074986670002501&institutionId=2501&customerId=2500
- Slack N, Brandon-Jones A, Johnston R, et al. Essentials of operations management. Harlow: Financial Times Prentice Hall 2011. Available at:
<http://lcproxy.shu.ac.uk/login?url=http://lib.myilibrary.com/detail.asp?id=327560>
- Bicheno, John, Elliott, B B R. Operations management: an active learning approach. Blackwell 1997.
- Burke, Rory. Project management: planning and control techniques. 4th ed. Chichester: Wiley 2003.

Webs related

- www.apqc.org

- www.agilityforum.org
- www.intl-tradenet.com
- www.weforum.com
- www.qualityprogress.asq.org
- www.ame.org

Recommendations for future study

We recommend the use of UCAM Virtual Campus Resources and also doing the exercises proposed by the teacher in each Chapter for a better understanding of the subject, as well as attending face-to-face classes regularly and tutorials.

Instructional Material

It will be necessary to have a PC with all the necessary programs installed (text editor, spreadsheet, presentation tools, etc.) We also recommend students to use memory devices (USB, CDs or DVDs) to make easier the interchange of information in presentations such as Power Point, exercises, case study, etc., during the face-to-face classes. We also recommend the use of calculator and access to the Internet.

Tutorials

Academic tutorial

These tutorials have the aim of consolidating knowledge and abilities taught in the classes of the subject, at the same time will help to solve problems and doubts asked by the students. The hours for the tutorials will also be employed to the performance, follow up and assessment of the different tasks in order to contribute to the understanding of the subject methodology and systems of assessment.

Personal Tutorial

The university also has a Special Team of tutors that performs personal tutorials with the students enrolled in the degree. The personal tutor accompanies the student during the complete university period. Criteria and aspects can be consulted in:

<http://www.ucam.edu/servicios/tutorias/preguntas-frecuentes/que-es-tutoria>