

Academic Year: (2018 / 2019)

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Department assigned to the subject: Business Administration Department

Coordinating teacher: ALVAREZ GIL, MARIA JOSEFA

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Essentials of Business, Game Theory, Management Accounting, Marketing, Organizational Economics, Marketing management, Consumer behaviour, The Origins of modern firm, Optimization and Business for Business, Market research, Industrial organization , Financial management

OBJECTIVES

- Development of individual learning routines via the analysis of relevant texts and the collection and analysis of recent real evidence.
- . Development of group-based learning routines via group-based discussion and the oral and written presentation of work by teams.
- . Development of verbal and written communication skills.
- . Develop the ability to raise questions and answer them

DESCRIPTION OF CONTENTS: PROGRAMME

El objetivo de la asignatura es introducir al alumno en área de la Dirección de Operaciones. Para ello, se estudian y analizan los objetivos y estrategias de la Dirección de Operaciones, se examina el diseño de la calidad y de los bienes y servicios, se presentan los distintos procesos de generación de bienes y servicios y se muestran las decisiones de localización, capacidad y distribución de las instalaciones, concluyendo con unas nociones básicas de estimación de la demanda y planificación de las actividades de generación de bienes y servicios.

1. Operations Management in context
2. Operations Strategy
3. Designing Goods and Services
4. Designing Transformation Processes and Global quality management
5. Controlling Enterprise Resources and Developing Lean Operations
6. Logistics and Project Management for Europe 2020
7. Digital Operations Management

LEARNING ACTIVITIES AND METHODOLOGY

Students will acquire the knowledge and skills through lectures, and the resolution of exercises provided by the lecturers and their discussion in class. Skills and attitudes will be enhanced by the individual activities performed by the students and the correspondign debates in class. The lectures moreover will also try to open up the discussion to the students via the collective analysis of tables, graphs or texts and the use of questions and multiple choice tests on the main concepts discussed in the lecture.

The course will keep the following schedule:

Students will have access at the beginning of the course to the academic reading list assigned to each topic; all the information sources are open material.

There will be at least one tutorial in the last weeks of the course in which the student will have the chance to clarify doubts about the main concepts and models used in the lectures, as well as doubts about assessment and the schedule of the course.

Each lecturer will inform his/her students of his/her tutorial time frames. Tutorials will work under previous appointment, so that resources are proper and fully used.

As this is not an on-line course, lectures will only communicate with students via email for tutorial's appointments.

Slides are not used in the "magistral" lessons.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

There are two sections to take into account: theoretical issues and exercises.

As for exercises, there will be two tests, immediately after finishing the lecturing of topics 4 and 8 respectively. Every student will have to take compulsory these two multiple-choice tests; each test accounts no more than a 20% of the total scoring for the course. Its requested to get scores superior to 10% for passing every test. Both tests have to beeing passed in order to being alloped to celebrate the Theoretical test. Whenever the students are not allowed to attend the Theoretical test, they will have to pass the Final Exam.

The achievement of the main learning goals of the theoretical section of the course is assessed with a single test to take place immediately after the full lessons have being taught. Students are requested to achieve a minimum of 30 points out of 60 to pass this test. As the test is passed, the final score will be estimated by combining practical and theoretical tests' scores.

Please remeber that it is requested to pass all tests before getting the final score. Should an student fail one of the three complusory tests, she or he are expected to take the final exam, which covers all contents of the syllabus.

Spanish Erasmus students will have to go directly to the Official Final Exam.

BASIC BIBLIOGRAPHY

- David Bamford and Paul Forrester Essential Guide to Operations Management, Wiley, 2012
- Heizer, Jay; Render, Barry Dirección de la producción y de operaciones. Decisiones estratégicas, 11a edición , Pearson, 15

ADDITIONAL BIBLIOGRAPHY

- Alfalla Luque, R. García Sánchez, R., Garrido Vega, P., González Zamora, MM., Sacristán Díaz. Introducción a la dirección de operaciones táctico-operativa, Delta Publicaciones, 2008
- Andrew Greasley Operations Management, 2nd Edition, Wiley, 2009
- Chase, Jacobs, Aquilano Administración de Operaciones, Producción y Cadena de Suministros, McGraw Hill, 2009
- David Bamford, Paul Forrester Essential Guide to Operations Management: Concepts and Case Notes, Wiley, 2009
- Domínguez Machuca, Alvarez Gil, García González, Domínguez Machuca y Ruiz Jimenez. Dirección de Operaciones: aspectos estratégicos en la producción y en los servicios, McGraw Hill, 1994
- Fernández E., Avella, L., Fernández, M. Estrategia de Producción, McGraw Hill, 2003
- Jack R. Meredith Operations Management, 4th Edition, Wiley, 2010

- Jack R. Meredith, Samuel J. Mantel Project Management: A Managerial Approach, 7th Edition, Wiley, 2009
- John Mangan, Chandra Lalwani, Tim Butcher. Global Logistics and Supply Chain Management, Wiley, 2008
- Miranda González, Rubio Lacobna, Chamorro Mera, Bañegil Palacios Manual de Dirección de Operaciones, Thomson, 2005
- R. Dan Reid, Nada R. Sanders Operations Management: An Integrated Approach, 4th Edition, Wiley, 2010
- Roberta Russell Operations Management: Creating Value Along the Supply Chain, 7th Edition, Wiley, 2011
- Samuel J. Mantel. Project Management in Practice, Wiley, 2011