

Academic Year: (2019 / 2020)

Review date: 05/09/2019 00:19:00

Department assigned to the subject: Business Administration Department

Coordinating teacher: ALVAREZ GIL, MARIA JOSEFA

Type: Compulsory ECTS Credits : 6.0

Year : 5 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

Knowledge:

- Know and understand the objectives and strategies of the Operations Management.
- Know and understand the main concepts and models associated with quality.
- Know and understand the foundation of the design and development processes of goods and services.
- Know and understand the processes of generation of goods and services and the corresponding distribution in plant of the facilities.
- Know and understand decisions about location and capacity.
- Know the planning of the necessary resources in the generation of goods and services.
- Apply all the previous points to problem solving.

Abilities:

- Ability to make decisions.
- Ability to work individually, prioritizing the accuracy and precision of the results.
- Capacity for teamwork.
- Ability to relate to others.
- Ability to adapt to new situations.
- Ability to accept other points of view.

Attitudes:

- Ability to search and curiosity.
- Have an enthusiastic attitude to solve problems.
- Defend and justify certain actions.

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. project Management
4. Forecast
- 5.- Designing Goods and Services, and processes
6. Designing Global quality management
7. capacity planning
8. Location Decisions
9. Layout

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 corresponding 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

The global evaluation system distinguishes between the theoretical and practical sections of the subject. The evaluation of the practical section is based on two mandatory tests to be held after the conclusion of items 4 and 7 respectively (Note that we are referring to chapters 4 and 9 of the reference manual, respectively). These tests will consist exclusively in the resolution of practical exercises, which will be corrected with an optical reader. They are individual tests. The first test is worth a maximum of 20% of the subject and the second a 20% (40 points between the two and a total of 100) and it will be necessary to obtain at least 10 points (50%) in each one, respectively, to be able to pass the practical section of the subject. Those and those students who pass the first test, will only go to the second with the rest of the agenda of the practical section. Those who do not pass it will go to the second test with all the practical contents of the subject. The practical section deserves a maximum weight on the total assessment of the subject of 40%.

In the second test, which is part of the final exam of the subject, two sections are distinguished: a practice, corresponding to the contents of the pending issues, practice, or all the subject if the first test was not passed -, and Another theoretical. With regard to the theoretical section of the subject, a single test type test will be carried out, of an individual nature, once the teaching of all the corresponding subject is finished. The evaluation date is that of the official ordinary exam of the subject. It is necessary to pass in this theoretical test a minimum score of 30 points out of 60, so that the average of grades between the theoretical and practical sections can be made. The theoretical section may be worth up to 60% of the final grade.

In the event that this mandatory theoretical test was not passed, the extraordinary exam of June will be taken with ALL the subject, theoretical and practical, of the subject. In the same way, if the two practical tests were not passed, the extraordinary June exam with all the subject, both practical and

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theoretical, would have to be taken.

Spanish Erasmus students will go directly to the final official exam.

BASIC BIBLIOGRAPHY

- David Bamford and Paul Forrester Essential Guide to Operations Management, Wiley, 2012

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