

BASIC DETAILS:

Subject:	DIRECCIÓN DE OPERACIONES Y LOGÍSTICA		
Id.:	32285		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Module:	ORGANIZACIÓN DE EMPRESAS		
Subject type:	OBLIGATORIA		
Year:	4	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	68	Individual study:	82
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	KELLY , WILLIAM AIDAN (T)	Email:	wkelly@usj.es

PRESENTATION:

Operations management is about how organizations produce goods and services. Operations management is the activity of managing the resources which are devoted to the production and delivery of products and services and is a key element in the improvement and increase of productivity in all kind of business, from industrial to service companies.

The students will learn how to analyze and improve business processes, be it in services or in manufacturing. The course will introduce and develop how to improve productivity, how to provide more choice to customers, how to reduce response times, and how to improve quality. The aim of this course is to provide a clear, well structured and interesting treatment of operations management as it applies to a variety of businesses and organizations. The course provides both a logical path through the activities of operations management and an understanding of their strategic context.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement.
	G04	Use of information and communication technologies.
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G08	Oral and written communication in Spanish.
	G13	Ability to develop learning strategies throughout life to be able to acquire new knowledge, by developing their own academic and professional path.
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
	G17	Ability to create, from a critical and constructive point of view, proposals for social transformation based on democracy and fundamental rights of individuals.
Specific programme competences	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E09	Appreciate how the domestic and international financial markets operate.
	E12	Ability to propose, design and implement an appropriate human resources management plan into the reality of the company.
	E14	Understand the principles of business ethics and be able to design scenarios in which these principles can be put into business practice.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
Learning outcomes	R01	Know about the design and organisation of a product and service production process
	R02	Design control systems and production management
	R03	Implement operations management systems and programming production processes
	R04	Establish corrective measures and quality control systems.

R05 Learn about the different aspects and areas related to logistics in a business organisation.

PRE-REQUISITES:

SUBJECT PROGRAMME:

Subject contents:

1 - UNIT ONE
1.1 - Introduction to Operations Management
1.2 - The Global Environment and Operations Strategy
1.3 - Project Management
1.4 - Demand Forecast
1.5 - Product Design
1.6 - Process Design
2 - UNIT TWO
2.1 - Supply Chain Management
2.2 - Inventory Management
2.3 - Aggregate Scheduling
2.4 - Material Requirements Planning (MRP) and ERP
2.5 - Short Term Schedule
2.6 - JIT, Lean Operations, and the Toyota Production System
2.7 - Maintenance and Reliability Decisions

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Regular lectures are combined with case studies. It is highly recommended reading the topics before the classes.

Active participation is expected throughout the entire class with thoughtful contributions to advance the quality of the discussion and case solving.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	36
	Practical work, exercises, problem-solving etc.	14
	Debates	6
	Coursework presentations	2
	Assessment activities	6
	Extra-curricular activities (visits, conferences, etc.)	4
Individual study	Individual study	32
	Individual coursework preparation	20
	Recommended reading	30
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Written tests:	60	%
Individual coursework:	40	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

HARRISON, A., VAN HOEK, R.I. & SKIPWORTH, H. Logistics Management and Strategy: Competing through the Supply Chain. Harlow: Pearson, 2014. 5th ed.
CACHON, G. & TERWIESCH, C. Matching Supply with Demand: an Introduction to Operations Management. London: McGraw-Hill, 2013. 3rd ed.
HEIZER, J. & RENDER, B. Operations Management. New Jersey: Prentice Hall, 2011. 10th ed.
GRANT, D., LAMBERT, D., STOCK, J. & ELLRAM, L. Fundamentals of Logistics Management. London: McGraw-Hill, 2006. European ed.

Recommended bibliography:

GRANT, D., LAMBERT, D., STOCK, J. & ELLRAM, L. Fundamentals of Logistics Management. London: McGraw-Hill, 2006. European ed.
BOZARTH, C.C. & HANDFIELD, R.B. Introduction to Operations and Supply Chain Management. Pearson, 2013. 3rd ed.
CROCKER, B., JESSOP, D. & MORRISON, A. Inbound Logistics Management: Inbound Logistics Management: Storage and Supply of Materials for the Modern Supply Chain. Pearson, 2012. 7th ed.
PATRIK, J. Logistics and Supply Chain Management. McGraw-Hill, 2008.

Recommended websites:

Production and Operations Management Society (POMS)	www.poms.org
EurOMA - European Operations Management Association	www.euroma-online.org
Logistics Management	www.logisticsmgmt.com/