



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Operations Management
Subject code	E000006868
Main program	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Tercer Curso]
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	Manuel Morales / Carlos Echánove

Teacher Information	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
This course will help the student to acquire the management capabilities related to quality, productivity, flexibility, planning and task management.



As operations are related to many aspects of the Organization, from product design to delivery to the customer, knowledge on this domain will provide the student with a wide vision about the impact of the decisions in the value chain.

Prerequisites

Knowledge about organizations.

Competencies - Objectives

Competences

GENERALES

CG01	Capacidad de análisis y síntesis	
	RA1	Comprende pormenorizadamente el material bibliográfico propio de la materia
	RA2	Ordena, clasifica y resume de manera lógica y coherente los contenidos del material bibliográfico propio de la materia
CG02	Resolución de problemas y toma de decisiones	
	RA1	Es capaz de identificar las limitaciones que afectan a la toma de decisiones y de buscar una decisión satisfactoria
	RA2	Toma decisiones y resuelve problemas prácticos haciendo uso de contenidos teóricos y conforme a metodologías reconocidas de resolución de problemas
CG04	Capacidad de gestionar información proveniente de fuentes diversas	
	RA1	Busca y utiliza documentación de distintas fuentes, proveniente de diversas vías, para sus actividades de aprendizaje, discriminando conforme a su valor y a la utilidad de cada una de ellas
	RA2	Desarrolla pensamiento crítico, cuestionando la información gestionada, generando conclusiones y puntos de vista propios
	RA3	Es claro, preciso, exacto y relevante en el uso de la información, profundizando con lógica e imparcialidad
CG12	Compromiso ético	
	RA1	Enfoca las tareas de aprendizaje desde una actitud ética y evita el plagio de ideas y trabajos ajenos en la realización de ejercicios prácticos
	RA2	Reconoce explícitamente la autoría de ideas y las fuentes empleadas en los trabajos realizados
CG16	Orientación a la acción y a la calidad	
	RA1	Relaciona los conocimientos con las distintas aplicaciones profesionales o prácticas



	RA2	Resuelve casos prácticos que presentan una situación profesional real
CG17	Capacidad de elaboración y transmisión de ideas, proyectos, informes, soluciones y problemas	
	RA1	Argumentar de manera independiente y crítica sobre conceptos y teorías diversas
	RA2	Conocer y aplicar diferentes teorías, modelos y herramientas en la resolución de problemas prácticos
ESPECÍFICAS		
CEOPT01	Conocimiento y comprensión de la planificación y dirección de las operaciones y de la gestión de proyectos	
	RA1	Conoce las herramientas que se utilizan en el Diseño las operaciones para la toma de decisiones sobre la localización, los procesos, la capacidad y la calidad
	RA2	Conoce los mecanismos para lograr una ventaja competitiva desde las operaciones y lograr la satisfacción de los clientes.
CEOPT02	Conocimiento y comprensión de la gestión de la cadena de suministro	
	RA1	Saber coordinar las actividades de proveedores y clientes dentro de la cadena de suministro, consciente de su repercusión en la eficacia y eficiencia
	RA2	Saber cómo emplear las tecnologías de información y comunicación para la mejora de la calidad del servicio en la transferencia de productos
	RA3	Incorporar en la gestión la dimensión ética de la cadena de suministro

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Course Contents

PART 1 – STRATEGY OF OPERATIONS MANAGEMENT

Lesson 1: Operations and Productivity. Operations Strategy

Lesson 2: Project Management

Lesson 3: Forecasting

PART 2: DESIGNING OPERATIONS

Lesson 4: [Design of Goods and Services](#)



Lesson 5: [Managing Quality](#)

Lesson 6: [Location Strategies](#)

Lesson 7: [Process and Layout Strategies](#)

Lesson 8: Capacity Planning

PART 3: MANAGING OPERATIONS

Lesson 9: Inventory Management

Lesson 10: Production Planning

Lesson 11: Supply Chain Management. Sustainability and Ethics

Lesson 12: Just In Time and Lean Production Systems

TEACHING METHODOLOGY

General methodological aspects of the subject

The course follows a practical approach, focussed on the student, to promote his / her autonomy and active participation during the learning process with the aim of helping him / her to develop the necessary competences for the professional life. The following activities will be developed in order to develop the concepts and competences above mentioned:

1. **Master Classes** where the professor will present the main contents in a clear, structured and motivating manner, in general supported with audiovisual resources. Main aspects will be outlined to support the student learning process, as well as suggestions from students are encouraged and considered.
2. **Practice classes.** Where the professor explains the basic notions, with the students participations who discuss and debate some of the points or nuances in order to optimize the contents comprehension. It will include dynamic presentations and regulated or spontaneous participation of students through diverse activities.
3. **Analysis and resolution of cases** proposed by the professor, after a short reading, material prepared on purpose or any other data or information where students could apply the acquired knowledge. In general, cases will be based on real situations and problems. Teamwork will be encouraged. Business analytics techniques might be used, if required.
4. **Search for documentation and data on Web.** The main goal is that students can identify real applications of the lessons explained in class.
5. **Public presentations of specific issues or cases.** Presentation and defense of cases in front of the class and professor. It could be done individually or in teams. Aspects to be considered during evaluation: conceptual organization, knowledge of the related topic, clear exposition, respect and coherence in all phases, and, in case of a collective assignment, active collaboration of all team members.
6. **Individual study and exploring in more detail on the documentation** that the student will do to comprehend, rework and assimilate the scientific content with the goal of a practical application. Individual reading of texts and materials (books, reviews, articles, press releases, Internet documents, cases, etc.) related with the course. All materials and guides are available on the course



website.

7. **Academic Tutorial** individual or in groups in order to solve problems or doubts that could have arisen during the learning process.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de carácter expositivo	Exposición pública de temas o trabajos	Ejercicios y resolución de casos y de problemas
33.00	4.00	23.00
NON-PRESENTIAL HOURS		
Ejercicios y resolución de casos y de problemas	Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
30.00	30.00	30.00
ECTS CREDITS: 6,0 (150,00 hours)		

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final Exam a. Exam Theory = 50% b. Exam Cases and Exercises = 50%	Capabilities: Comprehension, Relational, Exposition Reasoning Final Exam minimum qualification required= 5.00 points (from a max. of 10.00).	50
Control Tests during the semester	Classes follow up. Concept understanding	25
Group project: practice applications of competences	Teamwork and practice application of theory.	15
Attendance and Active Participation in class	Participation	10
Attitude on individual work	Proactivity.	

Ratings

EVALUATION IN EXTRA EXAM

Students failing the ordinary exams will have the opportunity of an extraordinary exam, whose grade will consist on:

- a. Exam Theory = 50%
 b. Exam Cases and Exercises = 50%

In this case, the course grade will be this exam grade.

Extra Exam minimum qualification required= 5.00 points (from a max. of 10.00).

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Articles and additional material

Those present will be provided in class for their work in the classroom, if applicable.

Websites

Portal of Resources of the Subject

Notes

Provided by the teacher before the presentation of the topics.

Other materials

Videos to analyze in class

Textbooks They are indicated in the Bibliography, at the end of each topic of the Notes of the Subject

Complementary Bibliography

HEIZER, J. & RENDER, B.: *Operations Management, 8th Edition*, Ed. Prentice Hall, 2006.

KRAJEWSKI & RITZMAN: *Operations Management: Strategy and Analysis*. Addison-Wesley, 1999.

GOLDRATT, E.M. & COX, J.: *The Goal: a Process of Ongoing Improvement*, North River Press.

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