



Operations Management	
Name course:	Operations Management
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	Strategic Design
Study load:	4 ECTS/ 112 hours
Lecturer:	Bart van der Zanden

Content course	
Course description	<p>The professional field expects from you as a business consultant that you are able to describe, analyse and improve processes while taking a view from different perspectives. In this course will develop insights in the different (OM-related) business processes and their interlinkage. E.g. design of processes and products, how to improve or renew them, the importance of Quality and CSR/sustainability. You will also learn how to underpin decisions in a quantitative manner via linear programming.</p>

Core competences and learning objectives	
<ul style="list-style-type: none"> <li>▪ Operations Management</li> <li>▪ Organizational Behavior</li> <li>▪ Problem recognition</li> <li>▪ Diagnosing</li> <li>▪ Designing</li> </ul>	<p>The student is able to...</p> <ul style="list-style-type: none"> <li>▪ Describe the impact of industry 4.0 and IoT development on process design and the realization of the organization's value.</li> <li>▪ Explain product design via the traditional and the LEAN start-up method as well as indicate the differences between both approaches (pro's and con's ).</li> <li>▪ Explain what sustainability/CSR are and also their growing impact on business processes / OM key decision areas.</li> <li>▪ Recognize (non) Quality as seen through the eyes of the customer.</li> <li>▪ Explain how Total Quality Management can be used to create a culture of quality.</li> <li>▪ Indicate possible Quality Management Systems and their added value. ☐ apply different tools for process improvement.</li> <li>▪ Translate operational strategy into different OM key decisions.</li> <li>• Recognize and explain the global operations strategy of different companies.</li> <li>▪ Explain Value Stream Mapping and perform a VSM analysis.</li> <li>▪ Apply Lean- and Quality-tools to define an operational problem.</li> <li>▪ Indicate design opportunities based on the new industry (4.0)</li> <li>▪ Have a better insight into the interlinkage of different OM processes from an integral perspective.</li> <li>▪ Select the correct Quality/Lean tools to analyse and improve a problem.</li> </ul>

<b>General course information</b>	
Required previous knowledge	Basic knowledge and understanding of processes-/process management. Any previous experience in daily practise of operations management is useful because it provides a context to better understand the subject.
Recommended literature	Operations Management (sustainability and supply chain management), Eleventh edition (Global Edition), Jay Heizer – Barry Render, PEARSON ISBN-13 978-0-273-78707-5 (English); newer / higher numbered editions can also be used.
Way of working	You prepare for each class by reading the book and preforming an internet search. We start class with the opportunity to ask questions. After this introduction you are expected to practice with the indicated class subjects in groups working on assignments, experiments and “games”. This helps to deepen your knowledge on specific subjects and take part in class discussions on theory and cases. So a proactive attitude is expected.
Exam	Written exam with open questions.
Caesura	A final score of 5,5 or higher leads to passing the course and receiving the related 4 ECTS.
Retake exam	The retake of the exam is scheduled at the end of the semester. This is usually two or three weeks after the first exam week.

