

**COURSE DATA****Data Subject**

Code	35836
Name	Operational management: decisions and resources
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	24 - Compulsory subjects in the pathway: operational management and logistics	Optional

Coordination

Name	Department
CERVER ROMERO, ELVIRA	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

This course aims at contributing to understand the management of production and its relationship with the other subsystems of any organization. The contents of this course begin at the strategic level with particular reference to the production strategy as well as other important strategic decisions such as product development, design of the production process, technology decisions, long-term planning and location of the plant. It also addresses tactical production decisions such as plant layout, inventory management, JIT systems and project planning and control.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is recommended to have passed previously the course on 'Fundamentals of Business Management' and "Strategic Management"

OUTCOMES

1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Demonstrate oral and written communication skills in the native language.
- Be able to solve problems.
- Be able to make decisions.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to coordinate activities.
- Know the characteristics of the different production or service provision systems and know how to manage them under criteria of efficiency and effectiveness in close interrelation with the other areas of the company and with its environment.

LEARNING OUTCOMES

The process of teaching and learning of this subject should accomplish the following competences:

- Ability to apply analytical and mathematical methods to analyze economic and business problems.
- Ability to define, solve and explain complex issues.
- Ability to use language and graphics to communicate.



- Ability to implement and introduce procedures for continuous improvement in all areas of the organization.
- Ability to establish a system of corporate governance indicators
- Know how to approach goals and strategies at different levels of the organization and assess the implications and needs for achievement
- Ability to plan, organize, monitor and evaluate the implementation of corporate strategies
- Understand the rationale and operation of companies and its systemic nature and the processes and implications related to development and growth
- Recognize the key factors of business competitiveness and sustainability of economic activities
- Know the characteristics of different production systems or to provide services and manage them under the criteria of efficiency and effectiveness in close interrelationship with other areas of the company and its environment,
- Develop a critical capacity on the Spanish and international economic news.

DESCRIPTION OF CONTENTS

1. OPERATIONS MANAGEMENT AND STRATEGY

- 1.1. Production and operations management
- 1.2. Operations Strategy
- 1.3. Objectives of the Operations Management
- 1.4. The Operations Management in Services
- 1.5. Current trends and challenges

2. PROYECT MANAGEMENT

- 2.1. Project management and its phases
- 2.2. Project scheduling and control techniques

3. PRODUCT DESIGN AND DEVELOPMENT

- 3.1. Concept and decisions about the product (goods and the supply of services)
- 3.2. The product design and development process.
- 3.3. Product design and development techniques
- 3.4. Design for sustainability



4. THE PRODUCTION PROCESS

- 4.1. Types of production process strategies
- 4.2. Process design in service companies
- 4.3. Process Technology
- 4.4. Redesign of processes and production for sustainability

5. LAYOUT AND LOCTION OF FACILITIES

- 5.1. Concept and types of plant distribution
- 5.2 Facility layout methods
- 5.3 Distribution of facilities in service companies
- 5.4 Location of the company: decisions and process
- 5.5 Location in virtual companies
- 5.6 Quantitative methods for location decisions

6. SUPPLY CHAIN MANAGEMENT

- 6.1 Supply chain. Fundamental concepts and subsystems
- 6.2 Decisions and dilemmas in the supply chain
- 6.3 Purchasing and supplier management
- 6.4 Supply chain problems and opportunities
- 6.5 Logistics management and distribution management
- 6.6 Ethical and sustainable management of the supply chain

7. INVENTORY MANAGEMENT

- 7.1. The role of inventory in the supply chain
- 7.2. Inventory models and associated costs
- 7.3. Inventory models with independent demand
- 7.4. JIT Inventory

8. LONG AND SHORT TERM PLANNING

- 8.1. Concept of capacity
- 8.2. Long-term planning of production capacity
- 8.3. The planning process
- 8.4. Planning and capacity management in service companies
- 8.5. Revenue management

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of individual work	30,00	0
Study and independent work	30,00	0
Preparing lectures	15,00	0
Preparation of practical classes and problem	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

In the theory sessions, expository methods will be used.

In the practical sessions the student will develop and present the analysis of the exercises, cases and readings proposed.

Slides and other materials will be published in AULA VIRTUAL.

EVALUATION**Synthesis exam: 70%**

The written test can combine both objective tests (test) and the development of exercises, and at least 4 out of 10 must be obtained in each of the parts of the exam. In any case, the questions can refer to both theoretical and practical contents. Preferably questions will be asked that require the student to relate various concepts of the subject. The exam will be held on the official date that the Faculty of Economics qualifies for it within the academic calendar of the course.

Continuous evaluation: 30%

The remaining 30% of the score will be evaluated by means of a continuous evaluation of the theoretical sessions (assistance and participation), and practical sessions (assistance, participation and resolution of cases and problems)

Students will be asked along the course to solve and present exercises and practical cases, that will be solved either individually or in teams. Furthermore, participation on the different proposed activities will be evaluated.

To pass the course, a minimum score of 5 out of 10 points is necessary. The final score will be calculated with a weighted average of the score of the synthesis exam (provided the student has got 5 or more points out of 10) and the continuous evaluation. In case the student does not pass the synthesis exam, the maximum score will be 4,5 points.



Continuous assessment activities, given their nature and their development in the classroom, are **not recoverable**, and it is not possible to design an alternative test that evaluates the acquisition of learning outcomes in the second call, which should be known by The student, and thus will be communicated to him at the beginning of the course, in accordance with the regulations of the University of Valencia approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).

REFERENCES

Basic

- Miranda F.J., Rubio, S. Chamorro, A. y Bañeguil, T. (2006): Manual de Dirección de Operaciones. Madrid. Thomson
- Heizer, J. & Render, B. (2009): Operations Management. New Jersey: Pearson Prentice Hall
- Chase, R. B.; Jacobs, F. R. & Aquilano, N. J. (2009). Administración de operaciones. Producción y cadena de suministros. México, D.F.: McGraw Hill
- HEIZER, J. y RENDER, B. (2015): Dirección de la Producción y de Operaciones. Decisiones Estratégicas, 11 edición, Pearson, Madrid
- HEIZER, J. y RENDER, B. (2015): Dirección de la Producción y de Operaciones. Decisiones Tácticas, 11 edición, Pearson, Madrid
- CHOPRA, S. y MEINDL, P. (2008): Administración de la cadena de suministro. Estrategia, Planeación y Operación. Pearson, Madrid. Tercera edición
- Moscoso, P. y Lago, A. (2016): Gestión de operaciones para Directivos, McGraw Hill, Madrid

Additional

- Domínguez Machuca, J. A.; Álvarez Gil, M. J.; García González, S.; Domínguez Machuca, M.A. & Ruíz Jiménez, A. (1995a). Dirección de operaciones. Aspectos estratégicos. Madrid: McGraw Hill
- Domínguez Machuca, J. A.; García González, S.; Domínguez Machuca, M.A.; Ruíz Jiménez, A. & Álvarez Gil, M. J. (1995b). Dirección de operaciones. Aspectos tácticos y operativos. Madrid: McGraw Hill.
- Krajewski. L.; Ritzman, L. & Malhotra, M. (2008). Administración de Operaciones (8ª ed.). México: Pearson- Prentice Hall.
- Schroeder, R., Meyer, S. & Rungtusanatham, M. (2011): Administración de operaciones. Conceptos y casos contemporáneos (5ªed.). McGraw Hill.
- Miranda F.J., Rubio, S. y Chamorro, A. (2014): Dirección de Operaciones. Casos prácticos y recursos didácticos. Paraninfo



ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

ALL THE CONTENT OF THE TEACHING GUIDE APPLIES TO THE PRESENT SITUATION WITH THE EXCEPTION OF THE TEACHING METHODOLOGY AND THE EVALUATION

TEACHING METHODOLOGY

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of **online teaching**, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, **which remain the same days and times**.

In the case of **blended teaching**, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

EVALUATION

The weight of the continuous evaluation is increased up to the 70% of the overall rating of the course.

FIRST CALL

The continuous evaluation will be carried out with the preparation and presentation of individual works and projects, as well as through participation in teaching sessions.

There will be a synthesis exam whose weight will be 30% of the total mark. This test will be carried out individually in the meeting conditions specified by the authorities and may include test questions, essays and / or the analysis of mini cases.

The student's final grade will be the result of the weighted sum of the marks obtained in the final exam and in the continuous assessment. To pass the course it will be mandatory to obtain a minimum grade of 4 out of 10 in the final exam. Otherwise, the maximum grade that students can obtain will be 4.5.

SECOND CALL

Both parts, the continuous assessment and the final exam will be recoverable on the second call.