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<b>Course title</b>	<b>Strategic Operations Management</b>			
<b>Course code</b>	<b>BUSS209</b>			
<b>Course type</b>	<b>Theoretical, Elective Course (Required Group A)</b>			
<b>Level</b>	Undergraduate			
<b>Year / Semester</b>	Year 2 Semester 4			
<b>Teacher's name</b>	Dr. Mardapittas Chrysanthos			
<b>ECTS</b>	8	<b>Lectures / week</b>	3	<b>Laboratories / week</b> 1
<b>Course purpose and objectives</b>	This course aims to provide the critical understanding of the scope and strategic importance of operations management and the role of operations managers, an appreciation of the interaction of operations with the organisation, employees and customers. It is also provides a thorough analysis of the nature and importance of operations management, not only in own organisation but in others as well, competing in the global environment.			
<b>Learning outcomes</b>	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> <li>• Be able to understand the linkages between process and operations design, business strategy and globalisation.</li> <li>• Be able to understand the different elements of operations and how to analyse an operational environment in terms of these elements.</li> <li>• Appreciate the tools and techniques applicable in the context of operations in global dynamic organisations.</li> <li>• Be able to understand the challenges facing the operations manager to exploit innovative practices (e.g. lean, new technologies and the growing social agendas, such as CSR)</li> </ul>			
<b>Prerequisites</b>	<b>MGMT112 Introduction to Business &amp; Management</b> <b>MRKT217 Principles of Marketing</b>	<b>Required</b>	<b>MGMT213 Operations Research</b>	
<b>Course content</b>	<ul style="list-style-type: none"> <li>• <b>Understanding operations management and strategy:</b> The concept of operations management, The input-process-output model, Operations strategy and contribution, The five performance objectives, The 4Vs and their influence on process management</li> <li>• <b>Process design, type, layout and mapping:</b> Process design, Processes and volume/variety dimensions, Manufacturing and service process types, Process layouts, Job design, Process mapping</li> <li>• <b>Product and service innovation:</b> Definitions and types of innovation, Innovation as a process, Beyond product and service innovation, The significance of product and process innovation and service innovation</li> </ul>			

	<ul style="list-style-type: none"> <li>● <b>Capacity and demand management:</b> The objectives of capacity management, Medium- and long-term capacity management, Reconciling capacity and demand, Short- and long-term outlooks affecting volume</li> <li>● <b>Inventory management:</b> Inventory control, Understanding the impact of order quantity on inventory turns, The periodic review approach, Cycle safety stocks</li> <li>● <b>Sustainable operations:</b> The triple bottom line (TBL), The 3Ps in operations management, Process design for environmental sustainability</li> <li>● <b>Technology in operations management:</b> ERP systems, Industry 4.0 in operations, Challenges in technology adoption</li> </ul>
<p><b>Teaching methodology</b></p>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> <li>● Power Point presentations</li> <li>● Guided discussions with the active participation of students</li> <li>● Examples and case studies that relate to the content of the course</li> <li>● Question and answer section</li> <li>● Use of internet and related IT infrastructure</li> <li>● Use of video projector and whiteboard</li> <li>● Assignment</li> <li>● <u>Use of ERP software</u></li> </ul>
<p><b>Bibliography</b></p>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>● Jacobs, F.R., Chase,R.(2017), Διοίκηση Λειτουργιών &amp; Εφοδιαστικής Αλυσίδας. Π.Χ. Πασχαλίδης,ISBN: 978-960-489-149-8</li> <li>● Reid, D., Nada, S.(2016), Διοίκηση επιχειρησιακών λειτουργιών, Κριτική, ISBN: 978-960-586-044-8</li> </ul> <p><b>English Bibliography</b></p> <ul style="list-style-type: none"> <li>● Kumar, S. Anil (2009), Operations Management. New Delhi: New Age International, ISBN 9788122425871 <b>EBSCO</b></li> <li>● Hockley, Lee R. Global (2010), Operations Management. New York: Nova Science Publishers, Inc,ISBN 9781608763559. <b>EBSCO</b></li> <li>● Heizer,J., Render,B.(2020), Operations Management : Sustainability and Supply Chain Management. Pearson,ISBN: 978-1-292-29503-9</li> <li>● Slack, N., Brandon-Jones, Al. (2019), Operations Management. Pearson, ISBN: 978-1-292-25396-1</li> </ul>
<p><b>Assessment</b></p>	<ul style="list-style-type: none"> <li>● Attendance and Class Participation: 10%</li> <li>● Assignment: 20%</li> <li>● Intermediate Written Examination: 30%</li> <li>● Final Written Examination: 40%</li> </ul>
<p><b>Language</b></p>	<p>English or Greek</p>