

## Course Descriptions Master 2016-2017

Course Title Operational Strategy  
 Course Code EBC4123  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	18-4-2017	9-6-2017			X			X

Level Advanced

Coordinator Peter Bollen For more information: [p.bollen@maastrichtuniversity.nl](mailto:p.bollen@maastrichtuniversity.nl)

Language of instruction English

Goals The course is directed at the following learning and competences:  
 developing an awareness of the range, scope and complexity of the phenomena, issues and problems related to operational strategy;  
 developing an integrated and process oriented perspective on managing complex projects and team work;  
 acquiring competencies in the usage of tools, techniques, methods and models for operational strategy.

Description Good business strategies plot changes in where a company is going. A winning operational strategy translates that direction into operational reality, creating strategic competitive advantage in the process. Operational strategy finds new ways to structure business operations and economics to create better results in growth, earnings and valuation. The operational strategy should support an organisation's overall corporate strategy. It should define the tactics and processes to support the corporate strategy. The course is centered around the following topics:  
 - operational strategy: concepts and frame work  
 - competition, competencies and operations  
 - capacity sizing and investment  
 - capacity timing and expansion  
 - location, global networks and offshoring  
 - strategic sourcing and structuring of operational processes  
 - demand and revenue management  
 - process improvement and process innovation

Literature Jan A. van Mieghem, Operations Strategy: Principles and practice, 2nd edition, 2015, Dynamic Ideas. ISBN: 9780989910866  
 Reader with articles.

Prerequisites Basic mathematics.  
 Introduction to (operations) management.  
 An advanced level of English.

Teaching methods PBL / Presentation / Assignment / Groupwork

Assessment methods Final Paper / Attendance / Participation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master Business Research	IB Electives
Master Business Research Track OR	IB Electives
Master Human Decision Science	Electives
Master International Business Track Accountancy	Electives
Master International Business Track Controlling	Electives
Master International Business Track Entrepreneurship	Electives
Master International Business Track Finance	Electives
Master International Business Track Organisation	Electives
Master International Business Track Strategy and Innovation	Electives
Master International Business Track Sustainable Finance	Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses