

Course Descriptions Master 2019-2020

Course Title	Operational Strategy																								
Course Code	EBC4123																								
ECTS Credits	6,5																								
Assessment	None																								
Period	<table border="1"> <thead> <tr> <th>Period</th> <th>Start</th> <th>End</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> </tr> </thead> <tbody> <tr> <td>5</td> <td>14-4-2020</td> <td>5-6-2020</td> <td></td> <td>X</td> <td></td> <td></td> <td>X</td> </tr> </tbody> </table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	5	14-4-2020	5-6-2020		X			X								
Period	Start	End	Mon	Tue	Wed	Thu	Fri																		
5	14-4-2020	5-6-2020		X			X																		
Level	Advanced																								
Coordinator	Peter Bollen For more information: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	<p>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:</p> <ul style="list-style-type: none"> - 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	<table border="0"> <tr> <td>Master Business Research - Operations Research</td> <td>Year 1 Elective Course(s)</td> </tr> <tr> <td>Master Business Research - Operations Research</td> <td>Year 2 Elective Course(s)</td> </tr> <tr> <td>Master Human Decision Science</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Accountancy</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Controlling</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Entrepreneurship and SME Management</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Organisation: Management, Change and Consultancy</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategic Corporate Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategy and Innovation</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Sustainable Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Master Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Master Courses</td> </tr> </table>	Master Business Research - Operations Research	Year 1 Elective Course(s)	Master Business Research - Operations Research	Year 2 Elective Course(s)	Master Human Decision Science	Elective Course(s)	Master International Business - Accountancy	Elective Course(s)	Master International Business - Controlling	Elective Course(s)	Master International Business - Entrepreneurship and SME Management	Elective Course(s)	Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)	Master International Business - Strategic Corporate Finance	Elective Course(s)	Master International Business - Strategy and Innovation	Elective Course(s)	Master International Business - Sustainable Finance	Elective Course(s)	SBE Exchange Master	Master Exchange Courses	SBE Non Degree Courses	Master Courses
Master Business Research - Operations Research	Year 1 Elective Course(s)																								
Master Business Research - Operations Research	Year 2 Elective Course(s)																								
Master Human Decision Science	Elective Course(s)																								
Master International Business - Accountancy	Elective Course(s)																								
Master International Business - Controlling	Elective Course(s)																								
Master International Business - Entrepreneurship and SME Management	Elective Course(s)																								
Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)																								
Master International Business - Strategic Corporate Finance	Elective Course(s)																								
Master International Business - Strategy and Innovation	Elective Course(s)																								
Master International Business - Sustainable Finance	Elective Course(s)																								
SBE Exchange Master	Master Exchange Courses																								
SBE Non Degree Courses	Master Courses																								