

Course Descriptions None 2017-2018

Course Title	Operational Strategy																															
Course Code	EBC4123																															
ECTS Credits	6,5																															
Assessment	None																															
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri																								
	5	16-4-2018	8-6-2018		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="1"> <tr> <td>Master Business Research</td> <td>IB Electives</td> </tr> <tr> <td>Master Business Research Track OR</td> <td>IB Electives</td> </tr> <tr> <td>Master Human Decision Science</td> <td>Electives</td> </tr> <tr> <td>Master International Business Specialisation Accountancy</td> <td>Electives</td> </tr> <tr> <td>Master International Business Specialisation Controlling</td> <td>Electives</td> </tr> <tr> <td>Master International Business Specialisation Entrepreneurship and SME Management</td> <td>Electives</td> </tr> <tr> <td>Master International Business Specialisation Organisation: Management, Change and Consultancy</td> <td>Electives</td> </tr> <tr> <td>Master International Business Specialisation Strategic Corporate Finance</td> <td>Electives</td> </tr> <tr> <td>Master International Business Specialisation Strategy and Innovation</td> <td>Electives</td> </tr> <tr> <td>Master International Business Specialisation Sustainable Finance</td> <td>Electives</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	IB Electives	Master Business Research Track OR	IB Electives	Master Human Decision Science	Electives	Master International Business Specialisation Accountancy	Electives	Master International Business Specialisation Controlling	Electives	Master International Business Specialisation Entrepreneurship and SME Management	Electives	Master International Business Specialisation Organisation: Management, Change and Consultancy	Electives	Master International Business Specialisation Strategic Corporate Finance	Electives	Master International Business Specialisation Strategy and Innovation	Electives	Master International Business Specialisation Sustainable Finance	Electives	SBE Exchange Master	Master Exchange Courses	SBE Non Degree Courses	Master Courses
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