Course Descriptions None 2021-2022

Course Title	Management of Operations and Product Development
Course Code	EBC2022
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	11-4-2022	3-6-2022	X		X		

Level	Intermediate
Coordinator	Veerle Timmermans For more information:vm.timmermans@maastrichtuniversity.nl
Language of instruction	English
Goals	Students will practice managerial skills and mathematical/statistical methods necessary to optimize the decisions involved in product development and management of operations.
Description	Every year, companies launch thousands of new products. Many firms consider innovation the lifeblood of their business although failure rates of up to 80% are not uncommon. In this course we study what it takes to successfully develop products and bring them to the market. Specifically, we discuss how companies can translate customers' needs into product concepts, and how they can produce and supply the new products in a cost-efficient yet customer-oriented manner. The course addresses the strategic, marketing, and operational decisions that lie at the core of this process.
Literature	Management of Operations and Product Development, 6th edition (2020), Maastricht University, compiled by Mahdi Ebrahim and Tim Oosterwijk, McGraw-Hill Custom Publishing, ISBN 9781307552348.
Prerequisites	Basic mathematics and statistics, general marketing concepts, basic finance. An advanced level of English.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Attendance / Participation / Written Exam
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

Bachelor International Business - Emerging Markets	Year 2 Core Course(s)
Bachelor International Business	Year 2 Compulsory Course(s)
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses