Course Descriptions None 2024-2025

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	14-4-2025	8-6-2025	X		X		

Level	Intermediate
Coordinator	Stan van Hoesel, Veerle Timmermans For more information:s.vanhoesel@maastrichtuniversity.nl; 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 of their business although failure rates of up to 80% are not uncommon. In this course we study what it takes to successfully bring products to the market. Specifically, we discuss how companies can produce and supply the new products in a cost-efficient yet customer-oriented manner. The course addresses the operational decisions that lie at the core of this process. Students will practice the mathematical and statistical methods necessary to optimize these decisions. This course follows up on the courses Fundamentals of Supply Chain Management and Quantitative Methods I-III, and has Operations Management as a follow up. There are no formal requirements but basic knowledge of calculus, statistics and Excel is strongly recommended. International Business students at Maastricht University have studied these topics in courses such as Quantitative Methods I-III.
Literature	You need to have the following book, in digital or hardcopy form (you can order it at Studystore or the publisher). * Operations Management, 14th edition (2020), William J. Stevenson, McGraw-Hill Custom Publishing, ISBN 9781260575712. Furthermore: * In this course, we make use of Excel, which is available on all UM computers. Please make sure that the Solver add-in is installed. You can find this tools in the Data menu, if they are already installed. If not, choose Options in the File menu (For Mac systems, from the Tools drop-down menu choose Excel Add-ins...). Then select Add-Ins and Manage Excel Add-ins. Click on Go... and select the Solver Add-in). Make sure to get access to the required software before the start of the course. * We extensively use linear programming techniques. Therefore, it would be good to reread the linear programming reader from the course Quantitative Methods II. In addition, it can help to refresh your memory of Chapters 2, 3 and 6 from Cliff T. Ragsdale (2008) "Managerial Decision Modeling Revised Edition", Thomson South-Western.
Prerequisites	Basic mathematics and statistics, general marketing concepts, basic finance. An advanced level of English.
Teaching methods	PBL / Lecture / Assignment / Groupwork
Assessment methods	Attendance / Participation / Written Exam / Assignment
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