Course Descriptions Bachelor 2021-2022

Course Title	Management of Operations and Product Development
Course Code	BENC2012
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

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

Level	no level
Coordinator	Stan van Hoesel For more information:s.vanhoesel@maastrichtuniversity.nl
Language of instruction	English
Goals	* Students will acquire up-to-date knowledge of theories, frameworks, typologies, and methods that are relevant in the context of the production, transportation, and management of new products and will connect theories with practice by engaging in discussions of real-world issues. * To realize the above learning objectives, effective communication, feedback, and teamwork will be the key. As a result, students will sharpen their interpersonal competences in an international professional context.
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.
Literature	
Prerequisites	BENC1002 Calculus
Keywords	
Teaching methods	Lecture / Assignment
Assessment methods	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 Business Engineering	Year 2 Elective Course(s)