

## Course Descriptions Bachelor 2023-2024

Course Title Management of Operations and Product Development

Course Code BENC2012

ECTS Credits 5,0

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	15-4-2024	7-6-2024		X		X	L

Level no level

Coordinator Veerle Timmermans For more information:vm.timmermans@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

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+3 Elective Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses