



Academic year	2010-11
Subject	21204 - Production and Operation Management
Group	Group 60, 1S, GADE
Teaching guide	B
Language	English

Subject identification

Subject	21204 - Production and Operation Management
Credits	1.8 attended (45 Hours) 4.2 non-attended (105 Hours) 6 total (150 Hours).
Group	Group 60, 1S, GADE(Campus Extens 70/30)
Semester	1st semester
Teaching language	English

Lecturers

Lecturers	Office hours for students					
	Start time	End time	Day	Start date	End date	Location
Laura Capó Plaza laura.capo@uib.es	14:00h	15:00h	Monday	27/09/2010	28/01/2011	despatx d'associats. Cita prèvia per e-mail

Degrees where the subject is taught

Degree	Character	Course	Studies
Degree in Business Administration	Compulsory	Second course	Degreee

Contextualisation

It is an obligatory subject of specific character, where the student will obtain a general vision of operations and supply inside the firm. The most important functions related to this area will be seen.

The aim is to provide a deep knowledge of strategic, operational and tactical decisions related to the operations and supply area.

The student will develop a general vision of the manufacturing area, and a wide range of practical skills which will enhance their value to potential employers.

Requirements

This subject does not have any prerequisites, although it is advisable for students to have already studied the subjects from the first and second semester of the first year, specially 20607: Introduction to Business, where some basic concepts of this subject are studied

Skills





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The skills develop are derived from the degree in Business Administration, divided into General and Specific Skills.

Specific

1. Understanding the role of a firm in its environment. Familiarity with the most commonly used tools in the field of strategic analysis for analyzing business and their corresponding environments..
2. The capacity to join any functional department of a medium-to-large business or organization operations, human resources, and tasks relating to planning, organization, management and control.
3. The capacity to prepare for decision making in operations and all matters concerning human resources in business and organizations, particularly at operational and tactical levels..
4. Defend different proposals in the operations and supply area, based on the theoretical and practical knowledge gained in the subject.

General

1. A capacity for teamwork.
2. A capacity to use a wide range of ICT tools on a regular basis.
3. A capacity to gain and interpret relevant data to take correct decisions in the operational and supply area..
4. Communication skills to give information and explain their proposals to a specialized and non-specialized public.

Content

The contents in this subject are organized in five sections and detailed in 12 chapters, and 2 appendices.

Thematic content

21204. Operations and Supply Management

Section A. Introduction to Organization and Supply Management

1. Introduction to Organization and Supply Management
2. Operations and Supply Strategy
3. Product and Service Design

Section B. Processes

4. Capacity Management
5. Manufacturing processes
6. Services Processes
7. Quality Management

Section C: Supply Chain Design

8. Supply Chain Strategy
9. Logistics and Facility Location
10. Lean Manufacturing

Section D: Planning and Controlling the Supply Chain

11. Planning Systems
12. Inventory Control

Section E. Operational Analysis Tools

13. Operations and Supply Cost analysis





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14. Operations and Supply problems

Teaching methodology

Attended activities

Type	Name	G. type	Description
Theory classes	Theory. Master class	Large group (G)	An explanation by the lecturer of the corresponding theoretical subject matter, with active participation by the students.
Seminars and workshops	Readings and case study	Medium group (M)	Through an analysis of case studies and articles, the subject matter can be assimilated in greater depth and better related. At the same time, the aim is to boost skills like reading comprehension, the capacity to distinguish key information from secondary information, a capacity for synthesis, and oral and written expression. The case study or article will be presented at the same session or beforehand in order to encourage debate, moderated and guided by the lecturer. Occasionally, the students might be asked to hand in some kind of written summary or conclusion.
Practical classes	Solving exercises	Medium group (M)	By solving practical exercises the student will be able to deep into theoretical and practical issues seen in the subject. This exercises will be given before or during the class.
Assessment	Midway exam	Large group (G)	A written test-type exam in the form of short questions, multiple choice questions or exercises. It will be scheduled about halfway through the semester to encourage ongoing efforts by students
Assessment	Final exam	Large group (G)	A final exam at the end of the semester, aimed at assessing acquired skills and assimilated subject matter

Non-attended activities

Type	Name	Description
Individual self-study	Independent study by students	It is essential for students to study and work on their own if they are to assimilate the fundamentals of this basic subject. To achieve this goal, the students must review subject matter explained in class, read and analyse recommended reading matter, consult...
Group self-study	Specific assignments	To develop the capacity to learn independently and to work as a team. Individual or group assignments and projects.
Group or individual self-study	The preparation of individual and group activities	In order to foster skills like teamwork and the capacity to put forward arguments and propose solutions to problems in the field of business management, based on studied subject matter, activities to be performed during seminars and outside the classroom will





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Type	Name	Description
		be proposed.

Workload estimate

Type	Name	Hours	ECTS	%
Attended activities		45	1.8	30
Theory classes	Theory. Master class	22.5	0.9	15
Seminars and workshops	Readings and case study	10.5	0.42	7
Practical classes	Solving exercises	9	0.36	6
Assessment	Midway exam	1.5	0.06	1
Assessment	Final exam	1.5	0.06	1
Non-attended activities		105	4.2	70
Individual self-study	Independent study by students	45	1.8	30
Group self-study	Specific assignments	35	1.4	23.33
Group or individual self-study	The preparation of individual and group activities	25	1	16.67
Total		150	6	100

At the beginning of the semester the subject schedule will be available to students through the UIBdigital platform. This schedule will at least include the dates for the continuous assessment exams and assignment deadlines. Furthermore, the lecturer will inform students as to whether the subject syllabus will be carried out according to the schedule or otherwise, including Campus Extens.

Student learning assessment

Theory. Master class

Type	Theory classes
Technique	Observation techniques (Non-recoverable)
Description	An explanation by the lecturer of the corresponding theoretical subject matter, with active participation by the students.
Assessment criteria	Active participation
Final mark percentage: 10% for pathway A	

Readings and case study

Type	Seminars and workshops
Technique	Observation techniques (Non-recoverable)
Description	Through an analysis of case studies and articles, the subject matter can be assimilated in greater depth and better related. At the same time, the aim is to boost skills like reading comprehension, the capacity to distinguish key information from secondary information, a capacity for synthesis, and oral and written





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expression. The case study or article will be presented at the same session or beforehand in order to encourage debate, moderated and guided by the lecturer. Occasionally, the students might be asked to hand in some kind of written summary or conclusion.

Assessment criteria The students' effort to prepare and do the oral presentations will be evaluated

Final mark percentage: 25% for pathway A

Solving exercises

Type	Practical classes
Technique	Observation techniques (Non-recoverable)
Description	By solving practical exercises the student will be able to deep into theoretical and practical issues seen in the subject. This exercises will be given before or during the class.
Assessment criteria	The students' independent efforts to understand and apply the explained models to the exercises will be evaluated

Final mark percentage: 15% for pathway A

Midway exam

Type	Assessment
Technique	Objective tests (Non-recoverable)
Description	A written test-type exam in the form of short questions, multiple choice questions or exercises. It will be scheduled about halfway through the semester to encourage ongoing efforts by students
Assessment criteria	The assimilation of basic concepts and all the materia seen until the exam will be evaluated

Final mark percentage: 10% for pathway A

Final exam

Type	Assessment
Technique	Objective tests (Recoverable)
Description	A final exam at the end of the semester, aimed at assessing acquired skills and assimilated subject matter
Assessment criteria	Evaluations of autonomous learning form the theoretical and seminar presentations.

If the student does not obtain a minimum of 40% of this final exam, the final calification will not be more than 4 points of the whole subject, so the student will not pass the subject

Final mark percentage: 40% for pathway A

Resources, bibliography and additional documentation

For this subject we will use basically the "Operations and Supply Management" book, 12 edition by Jacobs, Chase and Aquilano, Ed. McGraw-Hill

Basic bibliography

"Operations and Supply Management" book, 12 edition by Jacobs, Chase and Aquilano Ed. Mc Graw-Hill





**Universitat de les
Illes Balears**

Teaching guide

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Additional bibliography

* Heizer, Render. Principles of Operations. Eight Edition. Ed. Prentice Hall

