

1. BASIC INFORMATION

Course	International Operations Management
Degree program	Global Bachelor's degree in International Business
School	Social Sciences and Communication
Year	3rd
ECTS	6
Credit type	Mandatory
Language(s)	English
Delivery mode	On-Campus
Semester	S6
Academic year	2024-2025
Coordinating professor	Felipe Graeml Reis
Professor	

2. PRESENTATION

This course is an introduction to Operations Management and focus on understanding theories and methods that allow a company to increase benefits by reducing costs and/or adding value by increasing perceived value. Understand clients' needs are crucial to add value without significantly increase the costs of the final product.

Flexibility in a mass production is another key concept that will be seen on this course. Although they can look like contradictory concepts, mass customization is already a feasible reality for many factories and business and must be understood by students. Some topics studied in this course are related to project and process design, forecast, supply chain and logistics, production systems, location strategies, flexibility, quality systems, layout, capacity planning, warehousing and inventory management.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

Cross-curricular competencies:

- CS3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.

- CS4: Analysis and synthesis skills: Being able to break down complex situations into their constituent parts, and also to assess other alternatives and approaches in order to find the best solutions. Synthesis seeks to reduce complexity in order to facilitate understanding and/or problem solving.
- CS5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CS10: Initiative and entrepreneurial spirit: The ability to decisively undertake difficult or risky actions. The ability to anticipate problems, suggest improvements and persevere in carrying them through, with a preference for initiating activities and completing them.
- CS12: Critical reasoning: The ability to analyze an idea, phenomenon or situation from different points of view and take a personal approach to it based on rigor and objective reasoning, and not on intuition.

Specific competencies:

- SS2: Capacity to define, design, explain and apply the international business process and the different phases that comprise it: planning, organization, management and control.
- SS10: Ability to use the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process.
- SS15: Ability to perform market analysis prior to making decisions on international expansion and business growth.

Learning outcomes:

- LO1: To know and understand the various activities related to production management and international operations.
- LO2: To identify, understand and apply various actions and production tactics to improve the competitiveness of the product and the company, through the improvement of the production process and international operations.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
BS2 CS3, CS4, CS5 SS2	LO1: To know and understand the various activities related to production management and international operations.
BS3, BS4, CS10, CS12 SS10, SS15	LO2: To identify, understand and apply various actions and production tactics to improve the competitiveness of the product and the company, through the improvement of the production process and international operations.

4. CONTENT

- Basic concepts of production management and international operations.
- The product and the productive process.
- The production strategy (productive capacity and layout).
- Inventory management (raw material, WIP and finished product).
- JIT and planning and quality management.
- The production strategy (location, specialization and vertical integration).

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes

- Case method
- Problem-based Learning
- Cooperative learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Lectures	37h
Individual Work	30h
Problem Solving	25h
Group Participation Activities	20h
Formative assessment	10h
Tutorials	10h
Case Studies	15h
Asynchronous Lectures	3h
TOTAL	150h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge Exams	50%
Case studies and Problem-solving	20%
Written reports	10%
Performance observation	10%
Oral expositions	10%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1	Weeks 1-7
Activity 2	Week 8-13
Activity 3	Weeks 14-17
Exams	Week 16

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The recommended Bibliography is:

- Jay Heizer & Barry Render: Operations Management. Pearson, 11th ed. 2014.
- Nigel Slack, Alistair Brandon-Jones, Robert Johnston: Operations Management. United Kingdom, Pearson Education Limited, 7th ed. 2013.
- Administração da produção: operações industriais e de serviços / Jurandir Peinado e Alexandre Reis Graeml. Curitiba: UnicenP, 2007. (Portuguese)

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.