

Teaching guide

IDENTIFICATION DETAILS

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|--------------------------------------|---|---------------|------|
| Degree: | Business Administration and Management | | |
| Field of Knowledge: | Social and Legal Science | | |
| Faculty/School: | Law, Business and Governance | | |
| Course: | OPERATIONS MANAGEMENT | | |
| Type: | Optional | ECTS credits: | 3 |
| Year: | 4 | Code: | 7146 |
| Teaching period: | Seventh semester | | |
| Area: | Business organisation | | |
| Module: | General and strategic business administration | | |
| Teaching type: | Classroom-based | | |
| Language: | Spanish | | |
| Total number of student study hours: | 75 | | |

SUBJECT DESCRIPTION

En los entornos actuales caracterizados por la personalización, la hipercompetitividad y la globalización una gran fuente de ventaja competitiva de las empresas más innovadoras se encuentra en el sistema operaciones de la empresa y en la forma en la que dicho sistema se gestiona. Hasta tal punto es importante este sistema que no es posible la sostenibilidad de la empresa sin prestar atención a este área funcional.

La dirección de operaciones pretende, primero, poner de manifiesto el aporte a la creación de valor de este área funcional para, luego, exponer las fuentes específicas de ventaja competitiva y las diferentes formas en las que se

pueden utilizar dentro de la empresa para ayudar a la creación y sostenimiento del valor añadido para los stakeholders y de sostenibilidad para la empresa en definitiva.

La situación generada por la pandemia ha puesto en revisión el concepto de cadenas globales de suministros, por lo que la gestión de las cadenas d suministro en escenarios post-Covid-19 debe revisarse.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Ability to carry out synthetic and analytical thought.

To have developed the necessary skills for effective organisation and planning in order to obtain improved business administration and management.

To develop oral and written communication skills in a native and foreign language.

Specific skills

To be able to approach a subject by means of rigorous, profound and comprehensive thought.

To be able to tie together all the functional areas of a company.

To identify and understand the technical vocabulary related to various disciplines.

DISTRIBUTION OF WORK TIME

| CLASSROOM-BASED ACTIVITY | INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY |
|--------------------------|---|
| 30 hours | 45 hours |