

DISCIPLINA.....Operations Strategy
 SEMESTRE/ANO.... 1º/2019
 CURSO..... CMCD AE
 CARGA HORÁRIA... 30 horas ou 15 horas (selecionar)
 PROFESSOR..... Ely Paiva
 LÍNGUA..... Inglês

DESCRIÇÃO DA DISCIPLINA

To develop competencies related to the main concepts of operations strategy, both manufacturing and service. Operations strategy field has as research object descriptive, analytical and prescriptive methods that can be applied in the operational (goods or services). Operations strategy seeks the maximum contribution to the performance and consequently to the competitiveness. Contemporary concepts such as competencies and sustainability will be analyzed and discussed including managerial and theoretical implications.

OBJETIVOS DA DISCIPLINA

Os objetivos de aprendizagem da disciplina estão apresentados na tabela abaixo, demonstrando como os mesmos contribuem para os objetivos do CMCDAE.

Objetivos do CMCDAE	Objetivos da disciplina	Grau de contribuição
Métodos qualitativos de pesquisa		○ ○ ○
Métodos quantitativos de pesquisa		○ ○ ○
Conhecimento do tema de pesquisa / teoria	Ao final do curso o aluno será capaz de entender o papel da área de Operações na estratégia corporativa, analisando o desenvolvimento da temática desde os artigos semanais até o estado-da-arte.	● ● ●
Procedimentos de pesquisa		○ ○ ○
Relevância e inovação em pesquisa	O aluno será capaz de identificar os assuntos mais relevantes para a temática e focos de pesquisa que possuem maior potencial no futuro.	● ● ●
Elaboração de artigos	O aluno será capaz de desenvolver um artigo ou ensaio teórico utilizando o referencial teórico abordado no curso.	● ● ○
Outros objetivos da disciplina: ---		

A descrição completa dos objetivos de aprendizagem do CMCDAE e outras informações podem ser encontradas em <https://rebrand.ly/cmae-eaesp> (mestrado) e <https://rebrand.ly/cdae-eaesp> (doutorado).

CONHECIMENTO PRÉVIO, SE HOUVER

CONTEÚDO/METODOLOGIA

1. Introduction to operations strategy

Historical evolution
 Basic concepts and classic articles
 Role of operations in the overall business strategy

2. Formulation and performance

Top down versus bottom up
 Performance measures

3. Resource-Based View

The Resource-Based View and Manufacturing Strategy

Manufacturing Performance from the Viewpoint of Resource-Based View

4. Capabilities

Cumulative competencies

Practices and competencies

5. Quality and Lean

New issues for quality management

Lean production

5. Sustainable Operations

Sustainability and Supply Chains

Social sustainability

6. Behavior Operations

The influence of behavioral aspects in operations management

7. Perspectives for the Future in OS

CRITÉRIO DE AVALIAÇÃO

Trabalho 60%

Apresentação Sala de Aula 20%

Testes em sala 20%

BIBLIOGRAFIA (BÁSICA E COMPLEMENTAR)

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AULA-A-AULA (OPCIONAL)

MINI CV DO PROFESSOR (OPCIONAL)

OUTRAS INFORMAÇÕES (OPCIONAL)