PROGRAM OBJECTIVE

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.

CONTENT

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. Skills and Operations
Cumulative competencies
Practices and competencies

4. Services Operations
Service quality
Products and services integration

5. Sustainable Operations
Sustainability and Supply Chains
Natural RBV

6. Behavior Operations
The influence of behavioral aspects in operations management
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FORMER STUDENT PRESENTATION.                                                                 |