UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
OPERATIONAL MANAGEMENT

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

OPERATIONAL MANAGEMENT (70202)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	15,00
Tutorial Guidance:	20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Develop competencies in operations management, enabling students to understand and apply fundamental business principles, enhancing critical analysis and process optimization, and promoting organizational effectiveness. Emphasis will be placed on the importance of strategic supply chain management, quality, and productivity. Students will learn to use tools that support the decision-making process, preparing them to face operational challenges in accordance with sustainability principles.

15. Specific Objectives

Prepare students with an understanding of the fundamentals and application of techniques for analyzing and optimizing operational processes, promoting organizational effectiveness. Emphasis will be placed on strategic management, the implementation of quality and productivity programs, and data-driven decision-making. Students will be prepared to adopt new technologies and innovations, promoting sustainable and socially responsible practices through a practical approach.

16. Skills to be acquired

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At the end of the course unit, students will be equipped to analyze and optimize processes, implement quality and productivity programs, and manage supply chains strategically. They will be adept at decision-making and handling new technologies aimed at innovation. Additionally, they will be capable of promoting sustainable and socially responsible operational practices. This practical approach includes case studies and projects that will strengthen their analytical skills and market readiness.

17. Teaching Methodology

A systematic combination of expository and active-interrogative methods will be utilized, integrating theoretical lectures with interactive debates, seminars, study visits, and practical sessions involving project development and real case studies. This approach ensures the practical application of acquired knowledge and promotes integrated learning, allowing students to observe and analyze operational practices on-site, thereby complementing theoretical learning with practical experiences.

18. Course Unit Program

1. Introduction to Operations Management
   1.1 Definition and Importance of Operations Management
   1.2 History and Evolution
   1.3 Differences between Manufacturing and Service Operations
2. Operations Strategy
   2.1 Alignment of Operations Strategy with Company Strategy
   2.2 Types of Operations Strategies
3. Process Design and Layout
   3.1 Types and Characteristics of Processes
   3.2 Process Mapping
   3.3 Layout for Operational Efficiency
4. Quality Management
   4.1 Concepts and Principles of Quality Management
   4.2 Quality Tools
   4.3 Quality Standards and Certifications
5. Production Planning and Control
   5.1 Types of Production Systems
   5.2 Capacity and Inventory Planning
   5.3 Production Scheduling
6. Supply Chain Management
   6.1 Components of the Supply Chain
   6.2 Supplier Relationships
   6.3 Logistics and Distribution
7. Technology and Innovation in Operations
   7.1 Impact of Technology on Operations Management
   7.2 Innovations and Trends
8. Corporate Sustainability
   8.1 Importance of Sustainability in Operations
   8.2 Corporate Social Responsibility Practices

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19. Assessment Methods

1. Two mandatory written tests
2. Attendance, participation, and oral contributions
3. Optional individual assignment
(All components have the weighting as specified in RGAC, Art. 8)

20. Didactic Resources

- Books;
- Scientific articles;
- Exercise worksheets;
- Case studies;
- Internet resources.

21. Sustainability Objectives

Integrate sustainable practices into business plans, contributing to the following Sustainable Development Goals (SDGs):
SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 11: Sustainable Cities and Communities
SDG 13: Climate Action
SDG 17: Partnerships for the Goals
These objectives reflect a commitment to sustainable economic growth based on fostering creativity and innovation.

22. Keywords

Sustainability
Operations Management
Efficiency
Innovation
Social Responsibility

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23. Main Bibliography

Author(s): Farahani, R., Rezapour, S., Drezner, T., & Fallah, S.
Title: Logistics Operations and Management: Concepts and Models
Edition: 2ª Year: 2020
Local: London
Publisher: Routledge

Author(s): Heizer, J., Render, B., & Munson, C.
Title: Operations Management: Sustainability and Supply Chain Management
Edition: 13ª Year: 2022
Local: Harlow
Publisher: Pearson

Author(s): Wilding, R., Wagner, S., & Boukreev, I.
Title: Introduction to Supply Chain Resilience: Management, Modelling and Technology
Edition: 1ª Year: 2023
Local: London
Publisher: Routledge

24. Complementary Bibliography

Author(s): Reid, R., & Sanders, N.
Title: Operations Management: An Integrated Approach
Edition: 7ª Year: 2023
Local: Hoboken
Publisher: Wiley

Author(s):
Title:
Edition: Year:
Local:
Publisher:

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Autor / Author	Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA
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