UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
OPERATIONAL MANAGEMENT

Academic Year 2025/2026

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

Analyse and optimise operational processes in diverse organisational contexts;
Implement quality and productivity programmes in competitive environments;
Strategically manage supply chains, ensuring efficiency;
Apply technologies oriented towards innovation and digital transformation in operations;
Promote corporate responsibility with a focus on operations management.

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17. Teaching Methodology

The expository and active-interrogative methods will be employed in an articulated and systematic manner, combining theoretical lectures with debates, seminars, field visits and practical sessions for the analysis of real case studies. This approach ensures the practical application of knowledge, fostering integrated learning through the observation and analysis of operational practices on site, complementing theory with practical experience.

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

19. Assessment Methods

1. One written test
2. Individual assignment

(All components have the weighting as specified in RGAC, Art. 8)

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20. Didactic Resources

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

21. Sustainability Objectives

SDG 4: Quality education: strengthens advanced skills in operations analysis and management;
SDG 8: Decent work and economic growth: develops efficiency and innovation practices that enhance productivity;
SDG 11 ? Sustainable Cities and Communities: encourages operational models with a positive impact on the community;
SDG 13: Climate action: promotes sustainable processes through corporate responsibility;
SDG 17: Partnerships for the goals: collaboration with suppliers and stakeholders.

22. Keywords

Sustainability
Operations Management
Efficiency
Innovation
Social Responsibility

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23. Main Bibliography

Author(s): Gomes, C. & Lisboa, J.
Title: Gestão Operacional de Empresas: Instrumentos para melhoria do desempenho organizacional
Edition: 1ª Year: 2024
Local:
Publisher: Actual
ISBN Code:

Author(s): Reid, R., & Sanders, N.
Title: Operations Management: An Integrated Approach
Edition: 8ª Year: 2023
Local: Hoboken
Publisher: Wiley
ISBN Code:

Author(s): Bamford, D., Forrester, P., Reid, I.
Title: Essential Guide to Operations Management: Concepts and Case Notes
Edition: 2ª Year: 2023
Local: London
Publisher: Routledge
ISBN Code:

24. Complementary Bibliography

Author(s): Reis, J., Freires, F. & Junior, M.
Title: Industrial Engineering and Operations Management
Edition: 1ª Year: 2023
Local: Lisbon
Publisher: Springer
ISBN Code:

Author(s): Davim, J., Garg, R., Goyal, K. & Sachdeva, A.
Title: Recent Advances in Operations Management and Optimization
Edition: 1ª Year: 2023
Local: Singapore
Publisher: Springer
ISBN Code:

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Autor / Author	Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA
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