UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Operational Management

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Sport Organization Management

3. Cycle

1st

4. Course Unit

Operational Management (C1128)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To develop competencies in the field of Operations Management, enabling students to understand and apply the fundamental principles of the area, with an emphasis on critical analysis, process optimisation, and organisational effectiveness. The aim is to highlight the importance of strategic supply chain management, quality, and productivity through the use of decision-support tools, preparing students to face operational challenges in a context of increasing demands for innovation and sustainabi

15. Specific Objectives

Understand the theoretical and practical foundations of operations management across different organisational contexts; apply techniques for process analysis and optimisation with a view to increasing efficiency and effectiveness; develop competencies in strategic and operational planning with a focus on quality and productivity management; analyse operational data to support informed decision-making; explore the impact of emerging technologies and innovations on operational performance; promote

16. Skills to be acquired

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By the end of the course unit, students will be able to analyse and redesign operational processes, fostering continuous improvement; implement and monitor quality and productivity programmes; strategically manage the supply chain in both service and industrial contexts; apply decision-support tools based on operational data;
Integrate technologies and innovations within organisations? operational contexts; promote sustainable and socially responsible practices in operations; work autonomously

17. Teaching Methodology

A systematic combination of expository and active-interrogative methods will be used, combining theoretical lectures with interactive debates, seminars, field visits, and practical sessions focused on the development of assignments and analysis of real case studies. This ensures the practical application of acquired knowledge and promotes integrated learning so that students can observe and analyse operational practices in situ, complementing theoretical learning with practical experience.

18. Course Unit Program

1. Fundamentals of Operations Management
1.1 Importance of operations for business competitiveness
1.2 History and evolution
1.3 Differences between goods and service operations
Operational Strategy
2.1 Alignment between operations and business strategy
2.2 Types of strategies
Processes and Layout
3.1 Types of processes
3.2 Process mapping
3.3 Spatial organisation
Quality Management
4.1 Principles and importance of quality management
4.2 Tools
4.3 Certifications
Production Planning
5.1 Operations planning
5.2 Production systems
5.3 Inventory and scheduling
Supply Chain and Logistics
6.1 Supply chain
6.2 Suppliers and contract management
6.3 Logistics and distribution
Technology and Innovation
7.1 Technological impact
7.2 Innovations and trends
Sustainability in Operations
8.1 Sustainability in business operations
8.2 Social responsibility

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19. Assessment Methods

1. One written test
2. Individual assignment
(All elements are weighted as per RGAC, Article 8)

20. Didactic Resources

- Books;
- Scientific articles;
- Exercise sheets;
- Case studies;
- Online resources.

21. Sustainability Objectives

To 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 the promotion of creativity and innovation.

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

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

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

24. Complementary Bibliography

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

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

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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA
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