



ME1308 Operations Strategy for I 6.0 credits

Industriell verksamhetsledning för I

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for ME1308 valid from Autumn 2012

Grading scale

A, B, C, D, E, FX, F

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

6 hp in Industrial economics and organization, or its equivalent.

Documented knowledge of Swedish B and English B or their equivalent.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

To give the participants a greater understanding of operations strategy in a range of industrial settings. The module aim is that participants after having completed the module are well prepared for participating in an conducting analysis and implementation of operations strategies designed to achieve long-term competitiveness within the given industrial context. As such, having completed the module, participants should be able to:

- Describe how and why operations strategies can help relatize long-term competitiveness in industrial organizatios.
- Describe the development and meaning of various operations strategy theories and concepts and explain the subjece field's basic terms.
- Explain how different operations strategies and their underlying concepts can be applied, in collaboration with other functional strategies in the realisation of set business strategies.
- Describe opportunities and problems that may arise in developing and implementing operations strategies, and identify both benefits and drawbacks with varoius operations strategies.
- Conduct an anlysis of existing operations strategies with the aim of identifying areas of improvement in terms of strategic, technical and organisational conditions.

Course contents

Theories on market- and resource-based strategies and concepts, with respective benefits and drawbacks and the implications for ongoing operations. Alignment between business and operations strategies and with other functional strategies. Design of production and service offerings, and further servitisation for greater customisation and competitiveness. Design of value and supply chains and associated networks which support given operations strategies. Demand changes and how their effects can be met. Implementation issues. Performance management systems and strategic learning loops continously that relink activities with operations and business strategies.

Course literature

Hayes, R., Pisano, G., Upton, D. and Wheelwright, S. (2005) "**Operations, Strategy, and Technology: Pursuing the Competitive Edge**", John Wiley Publishers.

Examination

- TEN1 - Examination, 6.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Other requirements for final grade

Written examination.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.