



MACKENZIE PRESBYTERIAN UNIVERSITY
Social and Applied Sciences Centre
Graduate Program in Business Management

TEACHING PLAN

Graduate Program: Business Management		
Course: <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
Discipline: Operations Strategy		Discipline code: ENST54991
Professor: Cláudio Luís Carvalho Larieira		DRT: 115829-3
Workload: 32h	Credits: 2	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
Syllabus: The focus of the course will be on the set of decisions made by the operations function (transformation) as central to the creation of strategies to gain competitive advantage. It considers the link between corporate, business (tactical) and operations strategies to be essential. In this context, the operations strategy can offer, for the corporate strategy, approaches based on resources and dynamic capabilities or transaction cost mitigation strategies, as possibilities to nullify the notions of competitive trade-offs in the formulation of strategies. Recognizes that there is an 'inadequate' separation between strategies and operations management. That is, while the former includes long-term decisions and direction in competitive moves to generate superior performance; the second deals with the allocation of resources to support the infrastructure and procedural transformation of inputs into services and finished products. In this approach, the operations function is important to provide a 'strategic fit' in order to focus efforts and resources so that the operations strategy is consistent and helps to support the strategies (corporate and business) developed.		
Assessment Criteria: - Preparation and presentation of seminars - Analysis of articles - Final course work		



Bibliography:

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