**OPERATIONS AND SERVICE MANAGEMENT**

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Code: 21731

Main Scientific Area: Business management

Lecturer: José Manuel de Castro Oliveira

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 20h Total Workload: 88h

ECTS: 4,0

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**Objectives**

In a global economy where goods and services can be purchased anywhere in the world and from any distant seller, the parameters of environmental sustainability, transport costs, speed of delivery, and services, are part, amongst others, of Management Operations of a complex, demanding and competitive system in which the managers of the future will stand out.

In this way, the manager's decision process should include a broad analysis of the cost/benefit that each business action implies. It is in this context that the intention to develop the capacity for transversal analysis of the operational processes that support the business activity become distinctive and critical to obtain efficiency and quality, fundamental pillars in operations and services, which translate into an expression of value for business.

This module allows a disruptive and dynamic approach to Operations and Services Management, involving the presentation and discussion of fundamental technical concepts and their application in a real environment, through the development of practical cases in a business environment.

**Learning Outcomes**

- Develop the skills to evaluate an operational management system and propose improvements;

- Know and deepen methodologies and tools of current logistics; - Identify the requirements of an operational management system;

- Know the business experiences in a real environment; - Support the development of integrated operational management systems for products or services.

- Understand the dimension of Operations and Services and their criticality in the process of managing business efficiency and value creation through the quality of products or services;

- Understand the production and services chain and its contribution to the value chain of the business organization;

- Identify the main vertical axes of the company's operations;

- Understand the importance of recurrent management of the production cycle, services and operational control.

**Course Contents**

Part I - The universe of Operations

1.1- Conceptual introduction;

1.2- Models of operations;

1.3- Practical cases;

1.4- Critical factors.

Part II – The operational chain and its strategic management

2.1- Main challenges of logistics, supply chain and logistics system management: time windows, stocks, waiting lines and optimized layouts;

2.2- Approach strategies: outsourcing of activities, centralization of stocks, purchasing centers and upstream consumption management.

Part III - Coordination of Operations

3.1- Different operational functions;

3.2- Management tools, Kaisen and Lean methodologies;

3.3- Practical cases.

Part IV - The Services

4.1- Concept of Service: distinction between goods and services

4.2- Nature of the Services characteristics and challenges

4.3- Service categories

4.4- Management of experience and expectations

4.5- Development of new services.

4.6- Servitization

**Recommended Bibliography**

Carvalho, J. C. (2010). Logística e Gestão da Cadeia de Abastecimento (1ª edição). Edições Sílabo.

Christopher, M. (1992). Logistics and supply chain management (5th edition). Financial Times Publishing.

Artigos científicos partilhados no Moodle.

**Learning and Teaching Methods**

- The first part of the syllabus covers the explanation of the basic objectives and concepts of operations;

- The second part of the syllabus complements the concepts of operations and logistics;

- The third part of the syllabus addresses the different functions of operations and introduces the most common methodologies in this area;

- The fourth part of the syllabus covers the area of services, the different categories, and their importance in the current market context.

**Assessment Methods**

Written test (individual) (50%)

Practical work (group) (40%)

Presentation of the practical work (group) 10%