**Subject Description Form**

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| **Subject Code** | ISE6702 |
| **Subject Title** | Global Operations Strategy |
| **Credit Value** | 3 |
| **Level** | 6 |
| **Pre-requisite/ Co-requisite/ Exclusion** | Nil |
| **Objectives** | This subject will provide students:   1. the way to formulate, implement, and evaluate global operations strategies for achieving competitive advantage in a technological context; 2. the knowledge in emerging operations strategies, tactics and innovative techniques; 3. the preparation to succeed in managing the 21st century technological enterprises. |
| **Intended Learning Outcomes** | Upon completion of the subject, students will be able to:   1. formulate global operations strategies and align corporate strategy and business strategy and in turn with functional strategy 2. develop skills in applying the innovative techniques of strategy formulation at all levels of decision making and subsequently develop an appropriate operations strategy 3. leverage variety of tools and technology to develop a responsive supply chain in order to compete in the global market |
| **Subject Synopsis/ Indicative Syllabus** | 1. Global Market and Operations 2. Evolution of Global Operations Strategy 3. Productivity and Competitiveness 4. Lean/Agile Manufacturing 5. Supply Chain Management and Responsive Supply Chain 6. Capacity Strategy 7. Emerging Technologies and Digitalization in Operations 8. Outsourcing & Procurement 9. Sustainability in Operations 10. Global Operations in the Next Normal 11. Performance Measures & Metrics in Global Operations Management |

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| **Teaching/Learning Methodology** | This course is based on a combination of lecture-based, games, and case study-oriented learning environment. Cases, textbooks and articles relating to the topic will be used. Term paper based on actual cases is required.   |  |  |  |  | | --- | --- | --- | --- | | Teaching/Learning Methodology | Intended subject learning outcomes | | | | a | b | c | | 1. Lectures | ✓ | ✓ | ✓ | | 2. Case Studies | ✓ | ✓ | ✓ | | 3. Group Project | ✓ | ✓ | ✓ | | |
| **Assessment Methods in alignment with intended learning outcomes** | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed | | | | a | b | c | | 1. Group Project Report Presentations. (individual) | 30 | √ | √ | √ | | 2. Group Project Presentation (individual) | 10 | √ | √ | √ | | 3. Individual assessment & test | 60 | √ | √ | √ | | Total | 100 |  | | | | |
| **Student Study Effort Required** | Class contact: |  |
| * Lectures | 27 Hrs. |
| * Case Study | 12 Hrs. |
| Other student study effort: |  |
| * Preparation for case study, report and self study | 63 Hrs. |
| Total student study effort | 102 Hrs. |
| **Reading List and References** |  | |
| **Core texts** | * Slack, N. & Lewis, M. (2020) “*Operations Strategy*”, 6th Edition, Prentice Hall * Hill & Hill (2018) “*Operations Strategy*”, Palgrave. London | |
| **Essential reading** | * Tan, K.H.; Platts, K. (2003), *Winning Decisions: Translating Business Strategy into Action Plans*, Institute for Manufacturing, University of Cambridge. ISBN:1-902546-13-X. * Hayes, R. H., Pisano, G. P., Upton, D. M., Wheelwright, S. C. (2004) “*Operations, Strategy, and Technology: Pursuing the Competitive Edge*” John Wiley & Sons * Hamel, G. & Prahalad, CK. (1996) “Competing for the Future”, HBS Press * Tan, K.H., Matthews, R. (2009) *Operations Strategy in Action: A Guide to the Theory and Practice of Implementation*. ISBN-10: 1847207774 | |
| **Periodicals** | * Harvard Business Review * Sloan Management Review * International Journal of Production Research * Journal of Operations Management * International Journal of Operations and Production Management | |