Companies seek to gain and then maintain competitive advantage so that they can maximise the wealth of their stakeholders. They use their operations to gain competitive advantage by obtaining cost leadership or parity; consistent quality superiority; shorter time to market; responsiveness and adaptability to customer needs and desires; sufficient capacity; utilisation of innovative process and product technology; and ensuring environmental neutrality. This course touches briefly on all of the above competitive advantages whilst consistently stressing a problem-solving approach.

Course includes lectures, case studies and computer (pc) work.

The aim of this course is to introduce and develop the basic academic ideas underlying effective operations. Emphasis is placed on the 3E’s, that is making: economic; effective; and efficient decisions in operations. Use is made, where appropriate, of Excel to illustrate some of the more quantitative tools and techniques. The learning goals are:

- students should develop an informed appreciation of the typical problems encountered within Operations Management
- students should become aware of the varying approaches that can be adopted to tackle the qualitative Operations Management problems discussed
- students should become aware of the quantitative tools (demonstrated through the use of Excel) that can be adopted to tackle the quantitative Operations Management problems discussed

Failure to submit or fulfil any required course component results in failure of the class.

Grade A: Students need to demonstrate an excellent understanding of all the material discussed in the course and its application within operations.

Grade B: Students need to demonstrate a good understanding of all the material discussed in the course and its application within operations.

Grade C: Students need to demonstrate a basic understanding of all the material discussed in the course and its application within operations.

Grade D: Students need to demonstrate a basic understanding of the most important material discussed in the course and its application within operations.
Grade F: Students fail to demonstrate a basic understanding of the majority of the material discussed in the course and its application within operations.

This is a course associated with the NYU Stern School of Business and ALL students on the course (whether a Stern student or not) should be aware that the class will adhere to the Stern grading policy.

**Required Text(s)**
Students will need a copy of the NYU Stern School custom textbook associated with the course.

Due to a custom book being put together for the NYU syllabus, you are required to purchase the textbook for this course from the NYU bookstore prior to arriving in London. Please note that you must obtain a copy of the current edition of this custom textbook. Earlier editions are not acceptable. This book is only available from the NYU bookstore and will NOT be available to purchase in London, though copies will be available in the NYU collection at the University of London library.

The textbook will be exactly the same as those used in NYC sections of the courses. The NYU Bookstore has full details of the packages required for: OPMG-UB 9001 - Operations Management. This textbook has ISBN-13: 9781323348758

These books are sold by the main NYU Bookstore, 18 Washington Place. They can be purchased at the store, online at www.bookstores.nyu.edu/ or by telephone on (212)998-4667. Ordered books can be collected from the Bookstore, or mailed to a given US address for a cost of $6 for the first book/package, and $1.50 for each additional. Students are welcome to have books delivered to the NYU in London Academic Centre, although international delivery will be more expensive, determined by the weight of the mailing.

**Supplemental Texts(s) (not required to purchase as copies are in NYU-L Library)**

**Internet Research Guidelines**

**Additional Required Equipment**

**Session 1**
Introduction

**Session 2**
Operations and Productivity

**Session 3**
Project Management
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Revision

I will review the course and highlight areas of focus for the final examination

Session 15

Final examination

Classroom Etiquette

Toilet breaks should be taken before or after class or during class breaks.

Food & drink, including gum, are not to be consumed in class.

Mobile phones should be set on silent and should not be used in class except for emergencies.

Laptops and tablets can be used for academic note taking. They should not be used in class for non-academic purposes (e.g. email, Facebook, checking sports scores).

Please kindly dispose of rubbish in the bins provided.

Required Co-curricular Activities

Estimated Travel Costs

Suggested Co-curricular Activities

Your Instructor

This instructor was previously a lecturer at the Imperial College Business School

NYU GLOBAL ACADEMIC POLICIES

Policies and procedures for Global Academic Centres, including policies on academic integrity and the Study Away Standard, can be found here: https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/student-services.html

Absences: Key information on NYU London’s absence policy, how to report absences, and what kinds of absences can be excused can be found here: http://www.nyu.edu/london/academics/attendance-policy.html

NYU London work submission policies can be found here: http://www.nyu.edu/london/academics/academic-policies.html

Classroom conduct: Academic communities exist to facilitate the process of acquiring and exchanging knowledge and understanding, to enhance the personal and intellectual development of its members, and to advance the interests of society. Essential to this mission is that all members of the University Community are safe and free to engage in a civil process of teaching and learning through their experiences both inside and outside the classroom. Accordingly, no student should engage in any form of behaviour that interferes with the academic or educational process, compromises the personal safety or well-being of another, or disrupts the administration of University programs or
services.

Please refer to the NYU London Disruptive Student Behaviour Policy at https://goo.gl/Nvt5Vu for examples of disruptive behaviour and guidelines for response and enforcement.