

Global Operations Strategy

The objective of this course is to provide an introduction to the concepts and methods that are essential to an understanding of a multinational corporation's operations management structure. Marketing creates demand for a product or service, finance provides the capital for product and services, but we will focus on how the operations department produces and delivers the product or services. Topics to be covered include: outsourcing and "off-shoring" of service jobs, study of operations function on a cross-functional basis within a corporation, and global competition and its effect on developing an operations strategy