



The Hebrew University of Jerusalem

Syllabus

Operations Management - MBA - 55844

Last update 28-09-2023

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Ella Segev

Coordinator Email: ella.segev@mail.huji.ac.il

Coordinator Office Hours: Monday 16:00-17:00

Teaching Staff:

Prof Ella Segev

Course/Module description:

An organization's ultimate success depends on how efficiently and effectively it executes its strategic goals. This requires a detailed understanding of the processes used to produce and deliver goods and services to customers. This introductory course to Operations Management will describe operations strategy, long term decisions such as location and capacity and short-term decisions including inventory and aggregate planning.

Course/Module aims:

This course will provide students with the managerial tools needed to understand and articulate the impact of an organization's business processes, and the ability to analyze and continuously improve these business processes. The skills that students will develop in this course are relevant for all business students helping to develop both qualitative and quantitative skills.

Learning outcomes - On successful completion of this module, students should be able to:

Investigate and analyze the decision processes of a company.
Apply operations management tools in order to reach sensible decisions. Investigate the performance of a company and compare to industry benchmarks. Formulate a demand forecast. Construct an inventory plan. principles of procurement.
Understanding service systems and how to manage them.
Knowledge on the different business models.
Coping with uncertainty in bot production and demand.

Attendance requirements(%):

80

Teaching arrangement and method of instruction: Lectures, case studies, and homework.

Course/Module Content:

operations strategy, forecasting, inventory, queuing, operations decision in the face of uncertainty, operations innovation, process design and capacity planning, location, layout, supply chain management, aggregate planning, scheduling.

Required Reading:

Harvard case studies

Additional Reading Material:

Cachon & Tewiesch: Matching Supply with Demand. An introduction to Operations Management. Mc Graw Hill Education. Fourth edition.

Jay Heizer & Barry Render: Operations Management. Pearson Education, 2020, 13th edition.

Grading Scheme:

Written / Oral / Practical Exam 70 %

Active Participation / Team Assignment 10 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 20 %

Additional information: