

Brief Course Outline

Course Title: **Operations Management**

Course Number and Section:

MOS

4410A 551

Instructor Name(s): Clarence Michael Borja

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

This course examines how organizations succeed in reaching their goals through design and implementation of novel approaches and techniques that generate competitive advantage.

Learning Outcomes:

1. Learn about competitiveness of firms and markets
2. Gain knowledge of how to conduct an intrernal and external analysis of an organization
3. Understand the format, use and application of important strategic management models and frameworks
4. Appreciate the complexity of innovation and long-term planning for industry actors within ever-changing contexts
5. Comprehend the differences in developing and applying strategy at different levels within the firm and across different geographies

Textbooks and Course Materials:

Strategic Analysis and Action (10th Edition) Mary M. Crossan et al, Pearson Education Canada, 2016, ISBN: 9780136473152

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Class Participation		10
Case Assignment		Case Assignment 20
Country Analysis		20
Group Competitive Project		25

Assignment	Due Date mm/dd/yy	Weight - %
Take-Home Case Assessment		25

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Thursday, August 15, 2024