

UNIVERSIDAD DE GUADALAJARA



CENTRO UNIVERSITARIO DE CIENCIAS ECONÓMICO ADMINISTRATIVAS

MASTER OF BUSINESS ADMINISTRATION

1.- NAME OF THE SUBJECT	Operations management						
2.- KEY OF MATTER	D0843						
3.- PREREQUISITES	None						
4.- SERIALIZATION	None						
5.- TRAINING AREA	Particular compulsory						
6.- DEPARTMENT	Quantitative Methods						
7.- ACADEMY							
8.- TYPE OF COURSE	Classroom						
9.- TYPE OF SUBJECT	Course						
10.- WORKLOAD	<table border="1"><thead><tr><th>HBCA</th><th>HAI</th><th>TOTAL</th></tr></thead><tbody><tr><td>48</td><td>48</td><td>96 Hrs.</td></tr></tbody></table>	HBCA	HAI	TOTAL	48	48	96 Hrs.
HBCA	HAI	TOTAL					
48	48	96 Hrs.					
11.- CREDITS	6						
12.- EDUCATION LEVEL	Graduate / Masters						

13.- PRESENTATION

14.- TRAINING STUDENT PROFILE

15.- PROGRAM OBJECTIVES

- To acquire knowledge for making successful decisions in achieving products and / or services within a competitive context of quality.
- Interrelate and integrate production or processing activities with the other areas of the organization, as an element of comprehensive support in the process of decision making.
- Analyze and use concepts, methods and principles for the management of the transformation process in the area of technical operations.

16.- THEMATIC CONTENT

THEME

1. Introduction and definition of administration operations. "productivity".
2. Development of strategies of operations. "competitiveness".
3. Planning and control project. (pert, cpm). feb-21-07
4. Location of the production facilities. (methods of transportation).
5. Planning the distribution of plants. distribution designs basic physics. (waiting lines).
6. Design of products and services. (programming linear).
7. Planning production capacity. (cost analysis / volume / profit, trees decision and risk analysis).
8. System production planning. (learning curves).
9. Selection of technology and manufacturing processes productive. (FMS, robotics, CAM, CIM).
10. Demand forecasts.
11. Principles and applications of administration inventories. (simulation).
12. Planning material requirements. (MRP II, ERP).

17.- REFERENCES

“PRINCIPIOS DE ADMINISTRACION DE OPERACIONES”
AUTHORS: BARRY RENDER Y JAY HEIZER.
EDITORIAL: PEARSON PRENTICE HALL.
QUINTA EDICION.

“ADMINISTRACION DE LA PRODUCCION Y LAS OPERACIONES”
AUTHORS: EVERETT E. ADAM JR. Y RONALD J. EBERT.
EDITORIAL: PRENTICE HALL HISPANOAMERICANA, S.A.
FOURTH EDITION.

“ADMINISTRACION DE PRODUCCION Y OPERACIONES”
MANUFACTURAS Y SERVICIOS.
AUTHOR: CHASE AQUILANO JACOBS.

EDITORIAL: IRWIN Mc GRAW-HILL.
EIGHTH EDITION.

“ADMINISTRACION DE OPERACIONES”
AUTHOR: ROGER G. SCHROEDER.
EDITORIAL: Mc GRAW HILL.
THIRD EDITION.

“DIRECCION DE LA PRODUCCION”(DECISIONES ESTRATEGICAS)
AUTHORS: JAY HEIZER Y BARRY RENDER.
EDITORIAL PRENTICE HALL.
SIXTH EDITION.

18.- PROFESSIONAL APPLICATION

19.- PROFESSORS TEACHING MATTER

DR. ÁLVARO RAFAEL PEDROZA ZAPATA
MTRO. JUAN ANTONIO FLORES MORA

20.- TEACHER PROFILE

21.- TEACHING LEARNING PROCESS

- Lectures.
- Active participation of students.
- Preparation and presentation of topics assigned to students.
- Dynamic discussion of concepts and problems.

22.- EXTRACURRICULAR ACTIVITIES

23.- FORMULATION, APPROVAL AND VALIDATION

24.- EVALUATION OF LEARNING

- Homework and class participation. 30%
- Group presentations. 10%
 - Medium Term Review 20%
 - Final Exam. 20%
 - Final Project 20%

25.- CURRICULAR EVALUATION

26.- CURRICULUM MAP

27.- PARTICIPANTS AND DATE OF PROCESSING PROGRAM

2015