



INTRODUCTION

Brief description:

- **Undergraduate degree:** Degree in Business Administration and Economics
- **Module:** Organization and Business Management
- **ECTS:** 6
- **Course, semestre:** 3rd-4th; First
- **Type:** Elective
- **Coordinator:** José A. Alfaro
- **Professor:** Diego Pascal
- **Language:** English
- **Timetable:** Available in <https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios>

COMPETENCES

Basic Competences (BC):

BC2: Students must know how to apply their knowledge to their work or vocation in a professional way and must have the competences that are usually demonstrated by means of preparing and defending arguments and solving problems within their area of study.

BC3: Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific and ethical topics.

BC4 : Students must be able to transmit information, ideas, problems and solutions to specialized and general audiences.

BC5: Students must develop the learning skills required to undertake subsequent studies with a high level of independence.

General Competences (GC):

GC1: To be familiar with different areas of the theory and/or application of economic analysis.

GC2: To identify, integrate and use the knowledge acquired to argue, discuss and solve relevant problems in economics and/or business.

GC3: To prepare professional reports and/or multimedia presentations on topics related to economics and/or business.

GC4: To use independent critical reasoning on relevant topics in economics and business.

GC5: To communicate results and analysis either orally or in writing that are useful to economics and business.

GC6: To be familiar with the different contexts in which their work is carried out: the circumstances, markets and historical, legal or human context.



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GC7: To analyse the process of defining and implementing goals and/or strategies in the company.

GC8: To develop expectations, describe scenarios and make estimates using relevant information for the company.

OUTLINE OF THE COURSE

CHAPTER 1. Operations Strategy

CHAPTER 2. Continuous improvement

CHAPTER 3. Scheduling Production

EDUCATIONAL ACTIVITIES

Classroom activities (60 hours).

Personal study (45 horas)

Individual and group exercise (45 horas)

Exams (5 horas)

ASSESSMENT

DECEMBER and JUNE

A) Work in group: 40%

B) Final Exam: 60%

To pass the course, it is NECESSARY TO OBTAIN 5/10 in the final exam.

OFFICE HOURS

D. Diego Pascal (dpascal@external.unav.es)

- Scheduling to meet professor (e-mail citation)

BIBLIOGRAPHY AND RESOURCES

- Moscoso, P., Lago, A. (2017). Operations Management for Executives. McGraw Hill. [Find it in the Library](#)
- Harvard Business Review. Both, cases and articles will be discussed and analyzed during the course.



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Further readings: during the course, additional readings will be given to the students.