SISP 1506 Managing Business Operations for Competitive Advantage

Course Description
This course introduces the students, who have a very limited or no prior knowledge of business management, to the core principles and processes that are fundamental to managing business operations. In this short course, students will gain a better understanding of why and how efficient and effective operations are central to creating a sustainable competitive advantage for a business.

Topics
1. Business operations: Why should you care?
2. Impacts of product and process design/development on business operations
3. Essential concepts and issues in managing manufacturing operations
4. Essential concepts and issues in managing service operations
5. Lean and green: Best practices in managing the demand, capacity, inventory, and resources
6. Quality management and continuous improvement
7. Addressing the social responsibility and sustainability issues

Grading Scheme
- Assignments (30%)
- Attendance, in-class participation and exercises, and LMES discussion (20%)
- Exam (50%)

[Topics and grading schemes are subject to change as deemed appropriate. Students will receive information and guidelines in class on how they will be assessed for the course.]

Instructor
Prof Ronald LAU
Prof Lau joined HKUST in 2001, he is currently an Associate Professor of Business Education in the Department of Information Systems, Business Statistics and Operations Management. He has taught courses in the areas of operations management and decision analysis. Staying close to the current industry practices, Prof Lau also maintains an active connection with management in financial, logistics, information technology, and business consulting industries. Over the years, he has completed many consulting projects for logistics, financial, manufacturing, and e-learning businesses. Prof Lau has been teaching SISP 1505 and SISP 1506 for HKUST Summer Institute since 2011. He has been highly rated by past Summer Institute participants and has consistently been ranked one of the top course instructors for the program. Prof Lau was also the winner of HKUST Best Ten Lecturers and Franklin Prize for Teaching Excellence.