

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO3018	SEMESTER	3 rd
COURSE TITLE	OPERATIONS MANAGEMENT IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TOUREM-PPS220/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>Operations Management is an integral part of any business operating in today's complex business world of major and rapid changes, increased globalization of markets, environmental challenges, and major technological changes. Along with marketing and finance, they are considered the three main pillars of any organization. Operations management refers to those activities directly or indirectly related to the production of goods and services. We may not realize it, but we are surrounded by the results of business operations activities. The purpose of the course is to introduce the concepts and techniques of business operations in a clear and structured way. This course deals with issues that need a strategic approach to the organization, with issues of planning, programming, and management but also with issues of reliability and performance. Each lecture aims to present the strategic framework within which each topic moves in combination with its functional part. For this reason, in each chapter reference is</p>

made to examples and case studies that deal with practical issues that modern organizations face.

Upon successful completion of the course, the student should be able to:

- analyze the challenges and opportunities presented to business managers and evaluate the value and implications of their business choices in a real-world environment.
- analyze and evaluate the modern theories and tools of business operations aimed at creating synergies between a variety of operational factors and parameters.
- solve critical problems, as well as integrate their results, in order to formulate or evaluate expert recommendations.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
.....
Others...
.....

The course aims to develop the following general competences:

- Promoting freedom, creative and inductive thinking for the development of original ideas
- Search, analysis and synthesis of data and information, using modern scientific tools to solve problems in specialized applications.
- Exercising critical and self-critical thinking and formulating judgments

(3) SYLLABUS

Course content:

1. Introduction to Operations Management
2. Competitiveness, strategic position and business operations strategy
3. Design and selection of processes - design of products and services
4. Spatial planning
5. Site selection and capacity management
6. Supply chain management
7. Stock management
8. Centralized planning
9. MRP & ERP
10. Just in Time (JIT) - scheduling
11. Crisis management, reliability, maintenance
12. Productivity, efficiency and performance improvements
13. Repetitive lesson – Case Studies

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Use of ICT in teaching (Lectures of the course through Power Point slides, case studies, search and presentation of audio-visual material via the internet - websites, videos, etc.) • Communication with students on the e-class platform and by email • PowerPoint slides and related learning material are uploaded on the e-class platform to facilitate the learning process. 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	39
	Self-directed Study	86
	Course total	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple-choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>Language of evaluation: Greek</p> <p>Assessment includes one or a combination of the following:</p> <ol style="list-style-type: none"> 1. Mid-term optional exam and final written exams 2. Assignments with presentation and final written exams 3. Final written exams 	

(5) ATTACHED BIBLIOGRAPHY

<p><i>Suggested Bibliography:</i></p> <ul style="list-style-type: none"> • Kakouris, A. P. (2018) Operations Management, Propobos Publications, Athens (in Greek). • Bozarth, C. and Handfield, B. (2005), Introduction to Operations and Supply Chain Management, Prentice Hall • Davis, M. M and J. Heineke (2005) Operations Management: Integrating Manufacturing and Services, 5/E, McGraw-Hill Irwin • Fitzsimmons, J.A. and Fitzsimmons, M.J. (2006) Service Management: Operations, Strategy, and Information Technology, 5/E, McGraw Hill • Gerard, G. (2005), Matching Supply with Demand: An Introduction to Operations Management, McGraw-Hill/Irwin • Heizer, J., and Render, B. (2014) Operations Management, 11/E, Pearson

- Jacobs, F.R. and Chase, R.B. (2014) Operations & Supply Management, 14/E, McGraw-Hill
- Johnston, R. and Clark, G. (2001) Service Operations Management, FT/Prentice Hall
- Krajewski, L.J., Ritzman, L.P. and Malhotra, M.K. (2012) Operations Management: Processes and Value Chains, 10/E, Pearson/Prentice Hall
- Liker, J. (2004), Toyota Way, McGraw-Hill
- Metters, R., King-Meters, K., Pullman, M. and Walton, S. (2006) Service Operations Management, South-Western Cengage Learning
- Nahmias, S. and Olsen, T.I. (2015), Production and Operations Analysis, 7/E, Waveland Press, Inc.
- Reid, R.D. and Sanders, N.R. (2013), Operations Management: An Integrated Approach, 5/E, Wiley
- Russell R.S. and Taylor B.W. (2003) Operations Management: Quality and Competitiveness in a Global Environment, 4/E, Prentice Hall
- Schroeder, R., Rungtusanatham, M.J., and Goldstein, S. (2013), Operations Management in the Supply Chain, 6/E, McGraw-Hill Education
- Slack, N., Brandon-Jones, A. and Johnston, R. (2013), Operations Management, 7/E, Harlow: Pearson
- Stevenson, W.J. (2014) Operations Management, 12/E, McGraw-Hill
- Waller D.L. (2003) Operations Management: A Supply Chain Approach, 2/E, Cengage Lrng Business Press
- Pappis, K. P. (2006), Production Planning, Stamoulis Publications, Athens (in Greek)

Related Scientific Journals:

- Harvard Business Review
- International Journal of Operations and Production Management
- International Journal of Production Economics
- International Journal of Production Research
- International Journal of Productivity and Performance Management
- International Journal of Quality and Reliability Management
- International Journal of Service Industry Management
- Journal of Operations Management
- Journal of Scheduling
- Tourism Management
- Annals of Tourism Research
- Journal of Supply Chain Management
- Manufacturing and Service Operations Management
- Production and Operations Management
- Production Planning and Control
- Supply Chain Management: An International Journal
- Economist
- Financial Times
- Wall Street Journal