

MGT 4353 Syllabus

Operations Strategy MGT 4353, Section A, 3 Credits

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Instructor Information

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General Course Information

Description

Operations strategy is a critical driver of a firm's ability to compete and deliver value. In today's interconnected global economy, firms face unprecedented challenges, including rapid technological change and evolving customer expectations to geopolitical tensions, supply disruptions, and sustainability pressures. This course examines how firms design, manage, and align their operations and supply chains with overall corporate strategy to create competitive advantage and enhance performance.

The course will explore both the strategic frameworks and practical tools needed to make informed decisions about sourcing, technology, capacity, logistics, and distribution. Through real-world case studies and contemporary examples, the course will examine how companies navigate trade-offs between cost, quality, speed, and flexibility. The course will also address how risk management practices are reshaping operations and supply chain design.

Students will learn to evaluate operational capabilities, diagnose operational vulnerabilities, and design operations strategies. By the end of the course, students will be equipped with an analytical mindset and strategic insight to influence critical operational decisions. Operations management majors will find this course particularly useful as they advance to positions of responsibility. This course will also be useful for students pursuing careers in other functional areas since it aims to develop the relation between operations and other functional areas.

While the course will focus on various aspects of operations strategy, three basic themes will be stressed throughout the course. First, developing operations strategy involves considering factors beyond the traditional boundaries of the operations function. Such factors include the overall competitive position of the firm, the nature of market demand, competitors' actions etc. Second, there is a strong link between a firm's competitive strategy and its operations strategy. If this link is maintained, operations can become a

formidable competitive weapon. Finally, the course will consider operations strategy issues in an integrative manner by developing the interrelationship between operations and other functional areas.

Course Learning Outcomes

Framework for developing, evaluating, and changing operations strategy

Insights into making decisions on the elements that make up operations strategy

Recognize the link between operations strategy, business strategy, and other functional strategies

Understand the issues and challenges that firms face in implementing operations strategy

Make trade-offs between what is best or optimal versus the risk of implementation

Learn how to deal with unstructured problems

Required Course Materials

There is no prescribed textbook for the course. You will need to buy a packet of cases that can be downloaded from Harvard Business School Publication. Other readings will be available on Canvas.

Grading Policy:

Four Case Write-ups 56%; Presentation 14%; Class participation 20%; Attendance 10%.

A>90; B>80; C>70; D>60

Assignments

- First Case Write-up (group assignment), 14%
- Second Case Write-up (group assignment), 14%
- Third Case Write-up (individual assignment), 14%
- Fourth Case Write-up (individual assignment), 14%
- Presentation (group assignment), 14%
- Class Participation 20%
- Attendance 10%

Description of Graded Components

All case write-ups and presentations are take home.

20% of the grade will be determined by class participation. For each class I will assign each student a participation grade as follows: 0 (no participation), 1 (some participation), 2 (extensive participation). At the end of the course, I will add the scores and create five bands based on the participation scores for allocation of the 20% of the grade for class participation:

10% of the grade will be determined by attendance. For each class I will take attendance. At the end of the course, I will add the number of classes missed and create four bands based on the number of classes missed for allocation of the 10% of the grade for class attendance:

Course Policies

Attendance and/or Participation

This is a case and discussion-based course, where students will be expected to participate. Attendance and class participation will influence your final grade.

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Core IMPACTS

[Core IMPACTS](#) is the University System of Georgia's General Education curriculum. If you are teaching a course that counts towards Core IMPACTS, you should include a syllabus statement about the Core area and associated [career competencies](#). [This resource](#) developed by the Center for Excellence in Teaching and Learning and Online Education at Georgia State University includes template syllabus statements for each of the Core IMPACTS areas that you may adapt for your course.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Pre- &/or Co-Requisites

MGT 3501 Operations Management Prerequisite.

Extensions, Late Assignments, & Re-Scheduled/Missed Exams

Extensions for the submission of assignments will be considered for illness, approved Institute activities or religious observances.