



# Course program and reading list

Semester 0 Year 2020

**School:** Arison School of Business MBA

## Operations Strategy Practicum

**Lecturer:**

Prof. Dov Pekelman [dov.pekelman@runi.ac.il](mailto:dov.pekelman@runi.ac.il)

---

<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
25007	Elective	2	2

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	200250071	Hebrew

---



### Course Description

This course focuses on the management of operations at manufacturing and service facilities located in Israel that are used either by domestic corporations or by multinational companies. The emphasis is on the evolving patterns of operations strategies adopted by firms for producing products, sourcing manufacturing, distributing products, delivering services and managing product design, as well as on programs for enhancing quality, productivity and flexibility and managing technology. We will focus on the formulation and execution of such strategies for established Israeli multinationals with world class operations and innovative strategies as well as for start-ups and smaller companies that are scaling their global supply chain infrastructure to support growth. The course will consist of a set of site visits that will provide the opportunity to observe company processes directly and in-class sessions which include lectures, case discussions and management speakers who will describe their companies' current strategy.

The course is an undergraduate version of OIDD 680, "Operations Strategy Practicum" which has been offered for several years to MBA students participating in the Semester in San Francisco, who visit companies in the Bay area, Seattle, San Diego and Tijuana

Mexico. The 680 course is also offered in the Philadelphia campus, with visits to companies in Germany, the Netherlands and the Philadelphia area.

---



## Course Goals

The course Goals are:

Provide students with an opportunity to interact with senior executives from the companies to be visited

Explore current thinking and state-of-the-art practices concerning global operations. Facilitate experiential learning by providing students with the opportunity to observe company operations in action, under the guidance of company management. These interactions will facilitate an exchange of ideas that identify managerial challenges and concerns. They will also highlight current practices and strategies of participating companies.

Introduce various models and frameworks that have been developed in the economics, public policy, operations and management literatures for developing strategies for global supply chain sourcing, technology management, innovation and process improvement.

Consider how technology developments are impacting current operations strategy (e.g. automation, Industry 4.0, machine learning, big data, E-commerce, Internet of Things).

The course also provides an opportunity for students to explore cultural and historical attractions available in Israel. Both Wharton and non-Wharton undergraduate students can participate.

The companies to be visited will cover a range of manufacturing and service industries where global sourcing, productivity and coordination are key issues.

---




## Grading

Grades are based on (1) class participation, which includes class discussions, contribution to the group reports and attendance to the company visits (25%); (2) analysis of 3 assigned cases, which require individual, written reports (30%); (3) a background report concerning one of the companies and its industry, that we will visit, and an after-site visit report for that company based on observations from the visit. (25%); This will be a group report; and (4) a final, individual paper offering reflections on what you observed and learned during the site visits (20%).

**As this is a global course with Wharton school of business the final grade will be "Pass"**

or "Fail"

---

 Additional Notes

It is recommended that students taking this course should have completed OIDD 101 or an equivalent course that introduces basic concepts of operations management, supply chains and quantitative methods. Other OIDD and related courses or prior experience can also be used to satisfy the pre-requisite requirement (check with the instructor).

---

 Reading List

**Teva Pharmaceutical Case**

**Netafim Case**

**Plant tour**

**Boing case**