

# Operations Management for Competitive Advantage

## Five Day Executive Management Course

### COURSE OBJECTIVES

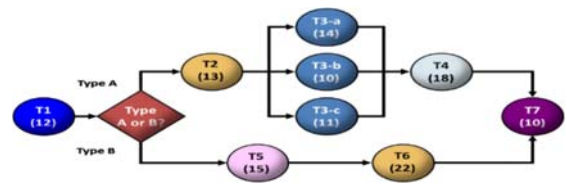
Operations Management (OM) is concerned with the management of resources and activities that produce and deliver goods and services for customers. Efficient and effective operations can provide an organization with major competitive advantages since the ability to respond to customer and market requirements quickly, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share. As competition becomes fiercer in an increasingly open and global marketplace, a company's survival and growth become greatly contingent on its ability to run its operations efficiently and to exploit its resources productively.

### COURSE OUTLINE

The course focuses on the concepts, issues, and techniques for efficient and effective operations. Special emphasis is placed on process analyses and improvement, and supply chain management.

Topics covered will be:

- Using Operations to Compete
- Developing Operations and Process Strategies
- Product and service design
- Linking product life cycle to process strategy
- Planning Capacity
- Decision Making Models
- Mapping and Analyzing Processes
- Managing Process Constraints
- Value Stream Mapping
- Quality management and six sigma
- Designing Lean Systems
- Managing Inventories
- Designing Effective Supply Chains and logistics



### WHO CAN ATTEND

Every organization has multiple processes that should be continually analyzed, optimized, and reengineered. This Operations Management course can significantly benefit people working in any type of organization, or sector, by providing them with the knowledge and skills needed to improve the speed and lower costs in the processes that they manage, or are part of. Participants of this course can come from government, manufacturing, universities, hospitals, and even non-profit organizations. Managers, medical doctors, engineers, scientists, technicians, administrators, and staff can all benefit from the course.

Attendees should have at least a Bachelor degree and a good understanding of the English language.

### COURSE FORMAT AND INSTRUCTORS

The learning method used in this course is a mixture of lectures, simulations, and case study discussions. The course is 5 days long. Each participant will receive a complete folder of all lecture notes and cases, exclusively prepared for this course. The language of instruction will be mainly English but Arabic is sometimes used just to keep all attendees on the same level of understanding.

#### The course instructor is:

**Dr Aymen Kayal** is an Associate Professor of Engineering and Technology Management at KFUPM. Dr Kayal's area of specialization is Operations and Technology management and he is active in teaching, research, and consultation in these areas.



### MORE INFORMATION

For inquiries or registration, please feel free to contact:

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