

COURSE DETAIL

OPERATIONS STRATEGY

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

160

UCEAP Course Suffix**UCEAP Official Title**

OPERATIONS STRATEGY

UCEAP Transcript Title

OPERATIONS STRATEGY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course provides holistic and comprehensive coverage of the development and implementation of business and functional action strategies for firms in manufacturing and service industries. It investigates the recent changes in platform business models and strategies related to the advances in IoT, AI, blockchain technologies, industry 4.0, smart factory, digital transformation, etc. It also delves into enterprise risk management (including COVID-19 pandemic) and sustainable ESG management issues. Specifically, the course covers: 1) Business model and strategy development, including environment, capability and resource analyses, corporate vision, competitive strategy and priority, operating pipeline and platform business models, and performance management and assessment, 2) Details of technology and innovation strategies, operations and supply chain strategies, procurement and supply management strategies, and enterprise risk management strategies, 3) Corporate growth strategies and required capabilities and resources in different growth stages, including the 4th industrial revolution and blue ocean shift strategies, and 4) Social value and sustainability management strategies based on the triple bottom line.

Language(s) of Instruction

English

Host Institution Course Number

BUSS448

Host Institution Course Title

OPERATIONS STRATEGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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