# COURSE DETAIL

| OPERATIONS STRATEGY |
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| **Country**<br>Korea, South |
| **Host Institution**<br>Korea University |
| **Program(s)**<br>Korea University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>160 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>OPERATIONS STRATEGY |
| **UCEAP Transcript Title**<br>OPERATIONS STRATEGY |
| **UCEAP Quarter Units**<br>4.50 |
| **UCEAP Semester Units**<br>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 Course Details**
http://infodepot.korea.ac.kr/lecture1/lecsubjectPlanView.jsp?year=2022&term=2R&...

**Host Institution Campus**

**Host Institution Faculty**

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| **Host Institution Degree** |
| **Host Institution Department**<br>Business Administration |
| **Course Last Reviewed**<br>2022-2023 |

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