Please read and fully understand the Master Syllabus for the course BEFORE you jump into the Module 01 syllabus. Both documents are available in bCourses.

Reaching Prof. Romero-Hernandez: Ask quick questions of general interest (such as content clarifications) just before or right after lecture. For more in-depth discussions see me at office hours.

Office: F 502-P Haas (Faculty Building, 5th floor)
Office Hours: M, W, F 9.00 hrs – 9.30 hrs (outside the lecture classroom) and later on Mondays at 11:00 am - 12:00 pm at Haas.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes</th>
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| 1 01/25 Friday | Business Operations - I  
Process View  
Supply Chain view  
Competitive priorities | Chapter “Using Operations to Compete” (read at least the first 6 pages)  | Please note that material presented and included in the lecture notes will be based on (i) the textbook, and (ii) concepts and examples prepared by the instructor.  |
| 2 01/28 M | Business Operations – II  
Competitive priorities and capabilities  
Productivity improvement  
Challenges | Chapter “Using Operations to Compete” (complete reading the chapter)  
Article: “What is Strategy?” | Read the book chapters and articles in advanced of each lecture.  |
| 3 01/30 W | Developing a Process Strategy - I  
Process strategy  
Process structure, layout  
Services and Manufacturing | Chapter “Process Strategy” (read at least the first 6 pages) | In section this week:  
Module introduction: Business operations and sustainability.  |
| 4 02/01 F | Developing a Process Strategy - II  
Customer involvement  
Resources  
Strategic Fit and Change | Chapter “Process Strategy” (complete reading the chapter) | In section this week:  
Examples and review on Business operations and sustainability.  |
| 5 02.04 M | Netflix Guest Lecture | | |
| 6 02/06 W | Supply Chains - I  
Supply Chain Design  
Measures of Performance  
Inventory placement | Chapter “Supply Chain Design” (read at least the first 6 pages)  
Article: “Strategy for SC Disclosure” | |
| 7 02/08 F | Supply Chains - II  
Mass customization  
Outsourcing  
Strategic implications  
Sustainable Supply Chains | Chapter “Supply Chain Design”  
Article: Strategy and Society, | |
**Syllabus v 1.0**

<table>
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<tr>
<th>8</th>
<th>02/11 M</th>
<th>Sustainability - I</th>
<th>Strategy and Society</th>
<th>Green products and green brands</th>
<th>Article: Disrupt and Delight. Five Principles for Sustainable Design Innovation. BBMG.</th>
<th>In section this week: Module wrap up and getting ready for the exam</th>
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<tbody>
<tr>
<td>9</td>
<td>02/13 W</td>
<td>Sustainability - II</td>
<td>Business opportunities</td>
<td>The way ahead...</td>
<td></td>
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<tr>
<td>10</td>
<td>02/15 FRIDAY</td>
<td>Module Exam</td>
<td>All of the above</td>
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**Book:**


**Old editions of this book are not recommended** but they may be useful. Old editions may not cover all topics and subtopics presented in the 2018 edition. If a student buys an old edition, she/he shall coordinate with someone else who owns the 2018 and get any extra material covered in the 2018 edition but not in the old edition.

**Readings to be covered by students:**


   Have this article reviewed before lecture 02

2. What's Your Strategy for Supply Chain Disclosure?

   Have this article reviewed before lecture 05


   Have it read by Friday, week 02, before lecture 07

4. Disrupt and Delight. Five Principles for Sustainable Design Innovation. BBMG.

   Have it read by Monday, week 03 before lecture 08

**Getting ready for the exam:** The best way to get you ready for the exam is first to keep in mind the sources of information and knowledge that we are considering for the exam.

1. Lecture Presentations and Text Summary Lecture Notes

We will discuss some strategies to get you ready and we will deliver a study guide at the end of week 02.