



CENTRE FOR MANAGEMENT TRAINING
CENTRUM KSZTAŁCENIA MENEDŻERÓW

at
The University of Warsaw

with
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INTERNATIONAL MBA PROGRAMME

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7. COURSE OUTLINES

2ND YEAR MBA

COURSES

Strategic Management

The course is designed:

To equip students with concepts that will enable them to develop competitive strategies for all types and sizes of organizations; Familiarize them with methods and techniques with regard to strategic position, strategic analysis, strategic choices, decision-making and the strategy implementation process.

The course addresses the following topics:

- Introducing Strategy;
- Understanding Strategy Development and Environment;
- Strategic Capability
Mini Case Presentation
- Expectations and Purpose
Mini Case Presentation
- Corporate level and business level strategies
- Directions and Methods of Development
Mini Case Presentation
- Organizing and Enabling for Success
Company Case Analysis Due
- Managing Strategic Change
- Case Presentations

Course material: Gerry Johnson, Kevan Scholes, *Exploring Corporate Strategy*, Prentice-Hall, 6th edition, 2002.

Course duration: 40 hrs.

Operations Management

The course aims to:

- define the concept of operational management;
- examine the similarities and differences between the management of material products and services;
- examine the relations between production

- and other company activities;
- provide present-day theoretical and practical knowledge on the concepts, processes and instruments used in operational management.

The course includes the following topics:

- Fundamentals of Production Management, Production Concepts
- Elements of Production Management: Factors, Processes, Objectives, Methods
- Computer-Based Production Management (CBPM)
- TQM, Innovation
- Lean Management, Lean Production
- International Production Strategies
- Business Process Reengineering (BPR)
- Location Planning, Layout Planning
- Maintenance, Reliability
- Procurement, Supply, Purchase
- Basic Terms of Costing Theory
- Production Functions / Cost Functions
- Elements Influencing Costs
- Equipment/Investment
- Material and Inventory Management: General Aspects
- Material and Inventory Management: Material Disposition
- Human Resource, Knowledge Management
- Strategic and Tactical Production Management
- Operational Production Management: Programme Planning
- Operational Production Management: Process Planning
- Exercises

Course material: Roberta S. Russell, Bernard W. Taylor III, *Operations Management, Along the Supply Chain, International Student Version*, John Wiley & Sons, 6th edition, 2009.

Course duration: 40 hrs.

International Business Strategy

Course objectives:

The course aims to enhance the participants' understanding of the development of strategy