What is Operations Management?

Operations Management is the primary function that transforms input into finished goods & services in the most efficient and effective way to create value for customers.

**IKEA stalks efficiencies, starting with packaging and online shopping**
IKEA has engineered costs out of its value chain that do not contribute to value creation. IKEA's plan is to open new stores, expand online and attract more consumers by creating better products and lower prices. Efficient packaging, and the concomitant lower transport cost, is the heart of IKEA's ability to stay affordable. Over the next few years, IKEA will ramp up its focus on online shopping, currently available in just 13 of its 27 markets. The company saw 1.5 billion visits in 2014, up 200 million from the prior year, and more than double the visits seen by its physical stores. *18 June 2015, The Wall Street Journal*

**Airbus for Suppliers**
Airbus has created a truly global supply chain that contributes to the success of its growing aircraft product line. More than 2,000 suppliers in over 20 countries deliver the components, parts, systems and hardware that Airbus requires - with the highest quality and within the established time frame. *14 July 2015, The New York Times*

**Dell has started Dell Reconnect Program**
Dell accepts any brand of computers equipment in any condition from consumers and recycles it for free. Dell Reconnect is offered in over 2,000 cooperating Goodwill locations throughout North America. Since its start in 2004, Reconnect has diverted more than 200 million pounds of e-waste from landfills and created more than 250 green jobs, thus creating operational and economic value through recycling and remanufacturing as well as environmental and social benefits. *Oct 2014, Reverse Logistics Magazine*
What is Operations Management?
6 key areas constitute today’s management of operations

Supply Chain Management

New Product Development

Innovation and services

Operations Management

Purchasing Management

Manufacturing & Quality Management

Service Management

Transportation & Logistics
Typical operations management jobs of graduates

Operations management offers a large variety of jobs

- **General Management**
  - Management consulting (McKinsey, BCG, Roland Berger…)
  - IT consulting (Accenture, CapGemini, SAP…)
  - Assistant to board member, e.g. in operations

- **Functional Management**
  - Research & Development (BMW, Novartis, PSA, Renault, Sanofi-Aventis …)
  - Logistics (Air France, DHL, La Poste…)
  - Internal logistics (Amazon, Metro…)
  - Production (LVMH, Schneider Electric, Thales…)
  - Purchasing (ABB, Carrefour, L’Oréal, Nestlé…)
  - Supply Chain Management (Alstom, Danone…)
  - Customer Service (Southwest Airline, Zappos, Uber…)
  - Services Quality (Starbucks coffee, Amazon, BMW…)
  - Innovation Process Management (Safran, Apple, Ikea…)

- **Others**
  - Business start-ups
  - Academic career
The Operations Management Department
7 full-time international professors

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Teaching Associate Professor
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Cergy
# Operations Management Courses

Framework of course portfolio

<table>
<thead>
<tr>
<th>COURS FONDAMENTAUX</th>
<th>COURS ELECTIFS</th>
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<tbody>
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<td><strong>MOPP31100</strong> Management Supply Chain</td>
<td><strong>MOPP31107</strong> Sustainable Operations Management</td>
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<tr>
<td><strong>MOPP31101</strong> Supply Chain Management</td>
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<tr>
<td><strong>MOPO31211</strong> Revenue Management</td>
<td><strong>MOPO31212</strong> Pilotage Supply Chain</td>
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<tr>
<td><strong>MOPP31230</strong> Management des achats &amp; appro.</td>
<td><strong>MOPO31213</strong> Supply Chain Analytics &amp; Tools</td>
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<tr>
<td><strong>MOPP31231</strong> Purchasing &amp; Procurement Management</td>
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<tr>
<td><strong>MOPP31105</strong> Management of Int’l Operations</td>
<td><strong>MGTA31140</strong> Management du Process d’Innovation</td>
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<td><strong>MOPP31232</strong> Gestion de projet</td>
<td><strong>MGTA31141</strong> Innovation Process Management</td>
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<td><strong>MGTA31138</strong> Management &amp; Marketing des Services</td>
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<tr>
<td><strong>MGTA31139</strong> Services Management &amp; Mkg</td>
<td><strong>MGTA31238</strong> Internationalisation des services</td>
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<tr>
<td><strong>MGTA31142</strong> Innovat°, global° et resp.</td>
<td><strong>MGTA31239</strong> Internationalisation in Services</td>
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<tr>
<td><strong>MGTA31143</strong> Innovat°, Global° &amp; Resp.</td>
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</table>
# Operations Management Courses

18 courses are offered in Cergy to cover whole OM spectrum

<table>
<thead>
<tr>
<th>OPERATIONS MANAGEMENT (MOPO - MOPP - MGTA)</th>
<th>Course coordinator(s)</th>
<th>Language</th>
<th>T1</th>
<th>T2</th>
<th>T3</th>
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<tbody>
<tr>
<td><strong>Cours fondamentaux / Core Courses</strong></td>
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<tr>
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The Operations Management Specialization Track in Cergy (Filière)

● **PURPOSE**
  - Teaches fundamental management and analysis concepts relevant for any general manager
  - Conveys to students strong competence in OM topics (Supply chain management, Purchasing, etc...)
  - Prepares students to effectively work on strategic as well as operational level in OM key areas
  - Participants receive a certificate for successful validation of the track

● **COURSE REQUIREMENTS = 6 COURSES (6 UV)**
  - 4 mandatory courses
    - Course from OM department (MOPP-MOPO)
  - 2 elective courses
    - Courses from OM or other department (see next page)

● **OPERATIONS INTERNSHIP (1UVEP)**
  - An internship of at least 3 months in the Operations (supply chain, purchasing, quality, operations strategy, services, innovation...) is mandatory to validate the specialization track.

See Course Catalogue for details
Course Requirement of the OM specialization track in Cergy

Core and elective courses

- **4 mandatory courses from OM core courses***:
  - MOPO31211 Revenue Management
  - MOPP31100 Management Supply Chain
  - MOPP31105 Management of Int'l Operations
  - MOPP31230 Management des achats et appro.
  - MOPP31231 Purchasing & Procurement Management
  - MOPO31212 Pilotage SC : Outils Appliqués
  - MOPO31213 SC Tools & Applications
  - MGTA31138 Management et Marketing des services
  - MGTA31139 Service Management & Marketing
  - MOPP31232 Gestion de Projet

- **2 elective courses (The OM courses mentioned above and/or the courses below)**:
  - CPTG31222 Piloter Plans et Projets
  - CPTG31223 Managing Plans & Projects
  - MKGS31224 Marketing B2B
  - MKGS31225 B2B Marketing
  - IDSD31375 Quantitative Risk Management

**4 UV**

\[ 4 + 2 = 6 \text{ UV} \]

* If a course is offered in English and French, participants can take either one.
Operations Management
The Operations Management Singapore Study Trip

- Participants have the option to study for 1 trimester (T0/T1) in Singapore to complete part of the OM track

- **PART I – SINGAPORE (3 UV)**
  - 4 mandatory courses in Operations Management (awarding 3 UV for the OM track)
  - 6 additional courses in Management in Asia (3 UV, not counting for validation of the OM Track)
  - Courses together with MS GAI/LMSC programs

- **PART II – COMPLETION IN CERGY (3 UV)**
  - 2 courses from OM department
  - 1 elective course from OM electives or core course list (see description of OM Track)

- **OPERATIONS INTERNSHIP**
  - An internship in operations (Supply chain, purchasing, quality, operations strategy, services, …) of at least 3 months duration. To be validated by OM department.

- For application procedures contact the internal exchange office
Course of the OM Study Trip in Singapore

Course overview

• 4 mandatory courses:
  – MOPO32209 Operations Management (25h)
  – MKGS32209 FMCG Product Management in Asia (25h)
  – MOPP32111 Indirect Purchasing Strategy (12.5h)
  – MOPP32231 Industrial Strategy & Purchasing (12.5h)

• 6 electives courses
  – DEVD32203 Business Environment in Asia (12.5h)
  – ECOA32501 Asian Economies (12.5h)
  – FINE32105 Financial Risk Management (12.5h)
  – MGMT32101 Managing International Business in Asia (12.5h)
  – DEVN32201 Negotiation Workshop (12.5h)
  – MGMT32233 Intercultural Management in Asia (12.5h)
  – MGTP32409 Presentation and public Speaking Skills (12.5h)

(The above 6 courses in Management in Asia do not count for the validation of the Operations Management Track)

See Course Catalogue for details
OPERATIONS MANAGEMENT IS A KEY FUNCTION IN MOST COMPANIES AND SIGNIFICANTLY DETERMINES SUCCESS IN THE MARKET

- Operations management background is seen as best competence to succeed as CEO
- Operations-related topics make up 20-30% of missions of the world’s leading management consulting companies

THE OM DEPARTMENT AT ESSEC OFFERS THE RIGHT EDUCATION FOR YOU

- International faculty with strong global research and industry track record
- Large course portfolio covering the whole spectrum of operations management
- A dedicated specialization track (filière) to deepen your OM skills

THE OM DEPARTMENT WELCOMES ANYONE INTERESTED IN OUR AREA!

- If you have any questions, contact Jennifer Rodrigues da Silva (rodriguesdasilva@essec.edu)
- You can also visiting the Operations Management Professors in the 4th floor of the Tower Building