

**Dr. Omar Romero-Hernandez**

<http://facultybio.haas.berkeley.edu/faculty-list/romerohernandez-omar>

**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, 5<sup>th</sup> floor)

**Office Hours:** **M, W, F 15.00 hrs – 15.30 hrs** (outside the lecture classroom) **and** later on **Mondays at 15:35-16:30 pm** at Haas.

|   | Date         | Topic   | Reading<br>Full references available on the next page  | Notes  |
|---|--------------|---|--|--|
| 1 | 10/15 Monday | <b>Business Operations - I</b><br>Process View<br>Supply Chain view<br>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 text book, and (ii) concepts and examples prepared by the instructor. |
| 2 | 10/17        | <b>Business Operations – II</b><br>Competitive priorities and capabilities<br>Productivity improvement<br>Challenges    | Chapter "Using Operations to Compete" (complete reading the chapter)<br><br>Article: "What is Strategy?"     | Read the book chapters and articles in advanced of each lecture.   |
| 3 | 10/19        | <b>Developing a Process Strategy - I</b><br>Process strategy<br>Process structure, layout<br>Services and Manufacturing | Chapter "Process Strategy" (read at least the first 6 pages)   | <b>In section this week:</b><br>Module 2 introduction:<br>Business operations and sustainability.  |
| 4 | 10/22 Monday | <b>Developing a Process Strategy - II</b><br>Customer involvement<br>Resources<br>Strategic Fit and Change              | Chapter "Process Strategy" (complete reading the chapter)  | <b>In section this week:</b><br><br><b>Examples and review on Business operations and sustainability.</b>  |
| 6 | 10/24        | <b>Supply Chains - I</b><br>Supply Chain Design<br>Measures of Performance<br>Inventory placement                       | Chapter "Supply Chain Design" (read at least the first 6 pages)<br><br>Article: "Strategy for SC Disclosure" |  |
| 7 | 10/26        | <b>Supply Chains - II</b><br>Mass customization<br>Outsourcing<br>Strategic implications<br>Sustainable Supply Chains   | Chapter "Supply Chain Design"<br><br>Article: Strategy and Society.   HBR                                    |  |
| 8 | 10/29 Monday | <b>Sustainability - I</b><br>Strategy and Society<br>Green products and green brands                                    | Article: Disrupt and Delight. Five Principles for Sustainable Design Innovation. BBMG.                       | <b>In section this week:</b><br><br><b>Module wrap up and getting ready for the exam</b>   |

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|----|--------------|--|-------------------------|--|
| 9  | 10/31 WED    | <b>Sustainability - II</b><br>Business opportunities<br>The way ahead... |                         |  |
| 10 | 11/02 FRIDAY | <b>Module Exam</b>   | <b>All of the above</b> |  |

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| <b>Book:</b>   |   |
| <p>Custom Text, Pearson, 2018, ISBN1323878475 available at student bookstore.</p> <p><b>Old editions of this book are <u>not</u> recommended</b> 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.</p> | <p>This book is a one shop solution for you. All you need to read and learn for this module is included in this book (three chapters) and the readings available (see details below). We are conscious of your time and engagement across all your courses and the fact that you need clarity and scope to prepare for this module and the final exam.</p> <p>Let's make it simple: exam questions for this Module are based on our lectures, this book and the readings. There is no need to read any other book, chapter, article (unless you are interested – I would be happy to guide you on any extracurricular topic of interest to you)</p> |
| <b>Readings to be covered by students:</b>   | <b>Available in Study.Net.</b>  |
| 1. What Is Strategy?, M. Porter, Harvard Business Review   HBR   | <b>Have this article reviewed before lecture 02</b>   |
| 2. What's Your Strategy for Supply Chain Disclosure?   | <b>Have this article reviewed before lecture 05</b>   |
| 3. Strategy and Society. Porter M. and Kramer M., Harvard Business Review   HBR  | <b>Have it read by Friday, week 02, before lecture 07</b>   |
| 4. Disrupt and Delight. Five Principles for Sustainable Design Innovation. BBMG.   | <b>Have it read by Monday, week 03 before lecture 08</b>  |

**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. We will discuss some strategies to get ready and present a study guide at the end of week 02.

1. Lecture Presentations and Text Summary Lecture Notes

2. Four readings:

"What is Strategy?", "Strategy and Society", "What's Your Strategy for Supply Chain Disclosure?" "and "Disrupt and Delight"

3. Module 3 – Textbook (three chapters of the book):

"Using Operations to Compete", "Process Strategy and Analysis" and "Supply Chain Design"