Industrial Planning

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Course Objectives

The objective of the course is to achieve a high ability of judgement and of decision to fulfil management tasks in complex economic situations. The course will improve the decisiveness of the participants, their behavior concerning information and their ability to analyze economic results of management process.

Knowledge and skills after completing the course

After completion of the course the participants will recognize optimization problems and know how to solve management problems.

Course format and teaching methods

The course will be conducted in a mixed form of readings, small case studies, decisions of a management game and discussions to analyze the results. The participants have to be rather active.
The content of the reading and cases is presented on display and hard copy while the management game is based on a computer version of a virtual market.

Integration of Theory with Practice; Relationship with other Courses

The small cases have been selected in a way that they match well with practical questions. The methods taught are structured in a way which can be applied to many different problems. Phases of proceeding have been pointed out.
Management simulations show the decision problem connection to sales, purchases, investments, and finance flow. The students discover many connections between their decisions and the cash flow, profits, and shareholder value. The printouts show many items and their development.

Course content

The introduction presents the structure of the firm and its connection to the markets. The specific market situation of the management game is shown. The next lectures inform about strategic management, industrial locations, and some aspects of planning.
While students prepare for the first decision many questions are raised and consulting is done. After the first simulation, the results are analyzed and specific questions of the firms are discussed.
The following lessons contain deciding, consulting, and teaching.
The teaching focuses on materials logistic and planning of the stocks of finished products for uncertain markets and aspects of Total Quality Management.
The question of production and operations management is shown by the case of the management game. The planning leads to some questions of operations research and capacity planning.

Exam

Regularly written exam. In addition written homework and presentation.

Reading list

Bea, F.X., Dichtl, E., Schweitzer, M.: Allgemeine Betriebswirtschaftslehre, Bd. 3, 7. Aufl., Stuttgart 1997.
Vollman, T.E., Berry, W.L., Whyback, D.C.: Manufacturing Planning and Control Systems, 2. Ed. Dow Jones-Irwin 1988.
Bloech, Bogaschwesky, Götze, Roland: Einführung in die Produktion, 3. Aufl., Heidelberg 1995.
Bloech, Lücke: Produktionswirtschaft, Stuttgart New York 1982.
Chase, R.B., Aquilano, N.J.: Production and Operations Management, 7. Ed. Irwin, Chicago 1995.
Bloech, J., Ihde, G.-B., Hessenberger, M.: Logistik Total, Compact Disk, München 2000.
Corsten, H.: Produktionswirtschaft, 9. Aufl., München Wien 2000.