

CURRICULUM PROPOSAL FORM #4  
 UNIVERSITY OF WISCONSIN-WHITEWATER  
**CHANGE IN OR DELETION OF EXISTING COURSE**

	<b><i>Type of Action:</i></b>	
	Course Deletion	Requisite Change
	Course Revision	Repeatability Change
x	Description Change	Diversity Option
x	Title Change	General Education Option
	Number Change	area:
	Contact Hour Change	Computer Requirement
	Credit Change	Writing Requirement
	Add Cross-listing	Other

Effective Term: Fall 2000

New/Current Course Number: 250 - 768

New/Current Course Title: Operations Strategy

Old Course Title: Operations Policy

15 Character Abbreviation: OpsStrategy

25 Character Abbreviation: OperationsStrategy

Sponsor(s): Tom Bramorski

Department(s): Management

College(s): Business & Economics

**Other Programs Affected:** None

**Check if course is required in:**

X Major/Emphasis (specify): Production and Operations (to be retitled)

Minor/Emphasis (specify):

Other (specify):

Attach the following:

I. Detailed explanation of changes (use FROM/TO format)

II. Justification for action

## I. DETAILED EXPLANATION OF CHANGES

FROM: Operations Policy

TO: Operations Strategy

FROM:

A course focusing on the strategic implications of major manufacturing decisions facing the top manager, such as the Manufacturing Vice-President. Different industries are explored relative to their evolving technologies, critical processes, cost structures, and competitive conditions, including global competition.

TO:

A course focusing on strategic implications of operations decisions facing the top manager, such as the operations vice-president or plant manager. Cases are used to identify, analyze and recommend solutions to specific problems resulting from corporate decisions taken in the areas of processes and infrastructure. Current trends in selected industries are discussed.

## II. JUSTIFICATION FOR ACTION

The change requested is not substantial in nature and is part of our desire to continuously update the courses/program to keep it current.

The term "policy" is somewhat outdated. Today, managers are involved in developing strategies as opposed to specifying policies. In addition, the course has been modified to fit better with the Strategy Module of the MBA program. The course will now emphasize the use of cases/team analysis and include current trends in the field including information technology and globalization.

This change is in line with the recommendations provided to the POM faculty in consultations with the POM Advisory Board (consisting of 25 industry members).

There will be no additional costs to be incurred. No other programs will be affected.