

Nome da disciplina: Operation management and principles of marketing

Coordinator: Francisco Gomes da Silva

Other Teachers: Prof. Carlos Noéme

Preceding Units: Introduction to Food Engineering

Weekly number and type of classes (6 ECTS): - 2 theoretical hours + 3 theoretical/practical hours

1st Cycle FOOD ENGINEERING, 3rd Year, 6th Semester

Programme	Time	Teachers
1. Management and operation management 1.1. Operations and operation management 1.2. Operation management over history 1.3. Firm strategy and operation strategy	5 weeks	Francisco Gomes da Silva
2. Marketing basic principles 2.1. The role of marketing in modern economies: the case of feeding products 2.2. Markets and products: market segmentation 2.3. Market strategy: non-diferenciated products and brands 2.4. Marketing based on products 2.5. Firm competitive advantage and innovation processes with impact on marketing	6 weeks	Filomena Duarte
3. Operation management 3.1. Product conception 3.2. Process and technology 3.3. Industry capacity 3.4. Quality management	4 weeks	Carlos Noéme
4. Operation planning and control systems 4.1. Medium term planning – MRP, CRP, ERP, OPT systems 4.2. Short term planning: SFC – shop floor control 4.3. TQM, JIT, lean thinking		