



1. Global Operations Strategy as a Concept
2. Formulating Global Operations Strategy
3. Performing a Global Operations Audit
4. Developing a Solution
5. Testing the Operation Solution
6. Implementing the Solution



## Master Class *Choosing a System & Making It Work*

Immersive in-class interaction with a thought leader and intellectual on *Global Operations Strategy!*



**Dr. Ravi Kumar, Emeritus Professor at the Marshall School of Business, University of Southern California, USA | International Advisory Board for Business Schools**

**2022: (Sat & Sunday) Nov 26 | 27 & Dec 03 | 04**

**School of Commerce & Management Studies | Dayananda Sagar University | Innovation Campus | Hosur Road | Bengaluru 560068**

**Please contact Prof. K.L. Chandan, Program Co-Ordinator | 8105001073 | [chandan@dsu.edu.in](mailto:chandan@dsu.edu.in) for registration and details.**

### Some Case -Studies

1. Case: Nike and KukDong in Mexico, USC Marshall School of Business
2. Case: Wal-Mart Store "Every Day Low Price" in China, HBS
3. Case: Indorama Elements Petrochemical Ltd., Asian Business Case Centre
4. Case: Infosys Consulting in 2006: Leading the Next Generation of Business and IT Consulting, HBS
5. Case: Laura Ashley (A), HBS



# Pedagogy

The course has two interrelated learning components:

- 1. Cases:** The first component is a series of cases, covering various countries and industries, to help you develop your analytical and decision-making skills in managing global operations.
- 2. Lectures & Readings:** The second component is a series of lectures and readings to help you understand the theoretical issues, underlying concepts, effective methods and analytical techniques that arm you with effective tools in managing global operations.

List of Cases and Readings:

November 26 (Saturday | 9.30 am to 3.30 pm)

- 1. “Fast, Global and Entrepreneurial: Supply Chain Management, Hong-Kong Style: An Interview with Victor Fung”, HBR On Point 2002**
- 2. Case: Nike and KukDong in Mexico, USC Marshall School, July 2011**
- 3. Case: Laura Ashley (A), HBS April 1994**

November 27 (Sunday | 9.30 am to 3.30 pm)

- 4. “The Core Competence of the Corporation”, HBR On Point 2001**
- 5. Case: Wal-Mart Stores: “Every Day Low Prices” in China, HBS September 2006,**
- 6. Case: Lenovo: Countering the Dell Challenge, HBS January 2005**

December 3 (Saturday | 9.30 am to 3.30 pm)

- 7. Case: BMW: Global Procurement Issues, USC Marshall School, 1994**
- 8. “Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility”, HBR, December 2006**
- 9. Case: Indorama Eleme Petrochemical Ltd., Asian Business Case Centre & HBS July 2017**

December 4 (Sunday | 9.30 am to 3.30 pm)

- 10. Case: Infosys Consulting in 2006: Leading the Next Generation of Business and IT Consulting, HBS May 2006**
- 11. Case: Hyundai-Kia Plant in Georgia: Stability or Responsiveness? USC Marshall School/KAIST, December 2011**