

The operations management planning of a educational services company

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Abstract

This research aims to demonstrate how an educational services company can improve its operations management planning. The main results show that the factors most in need of operations management planning are: time management of administrative operations, prior organization of educational operations and monitoring of teachers in the classroom.

Keywords: Operations Management, Service Operations, Educational Services, Planning.

INTRODUCTION

For an organization to function in an orderly manner the administrative processes assist in this task. The administrative processes were invented to bring internal and external developments for organizations, in order to set goals and strategies for growth. Planning is the first and most important technique whose purpose is to develop the objectives and recommend the best action to achieve them, providing a sustainable and secure increased for the organization.

Thus identifies the questioning to which is to be found a rational response. Before the above question, determine the point of this article: As an education services company can improve its operations management planning.

For this, we used a semi-structured interview guide containing seven questions, which was applied to the 45 students / customers, who have purchased the company's services over the years. A qualitative approach was used in data collection. Therefore, the study was structured as follows: theoretical, study methodology, results and discussion and to finalize the completion of the study (Santos et al. 2013)

THEORETICAL FRAMEWORK

Planning is used for the preparation and development of an organization, used mainly in the foundation of new ideas, putting the company in a time line showing where it is today and where you plan to arrive, so working out your goals and paths, in order to cover all parts of the organization. Also it serves to provide answers to the company, showing whether it is developing or not, as is revenue, if all employees are engaged in the development of the company, thus making an overall control.

Market strategies and consumption relate to the company's objectives, ie they define where the company wants to go and how this is possible. These strategies have broad effect and so are significant in the organization to which the strategy relates; they define the organization's position in relation to its environment; and approach the organization of their long-term goals.

These strategies define the role, objectives and business activities so that they support and contribute to the organization's business strategy. So it always has two central questions: a) directly contribute to the strategic objectives of the next higher level in the hierarchy; b) assist other parts of the business to make their own contribution to the strategy (Kalaignanam and Varadarajam, 2012).

Successful strategies focused on the customer depends on the consumption needs, satisfaction and profitable desires. Recognizing that the factors influencing consumer behavior are quite varied within, between and through cultures and contexts, the goal of the micro and small businesses have a strategy to use is to identify and ultimately serving individual consumers who have similar needs and behaviors. Managers around the world have conventionally addressed strategies aimed at customer level in his country. Under this approach, known as vertical strategy, each country is essentially treated as a separate market, thus requiring the development of separate marketing to attract and satisfy customers in that country (Greer and Lei, 2012).

Support for business strategy is carried out when developing activities necessary to provide conditions that enable the organization to achieve its strategic objectives; thus implementing the business strategy with regard to the implementation, ie even if the strategy is brilliant, if not well executed will fail; while the momentum of the business strategy is related to the fact of making the production of goods / services in the best way, that is, give competitive advantage to the strategy in the long run (Mentzer et al. 2008). The production has tools that are associated with issues relating to the planning and control as well as the physical arrangement or layout, inventory levels, sales forecast (which indicates the level of production to be searched) among others (Mayorga and Ahn, 2011).

The sales forecast is an inherent factor in production planning or marketing strategies that will be adopted by the organization. She is on the path to be followed by the company and begins

to guide the goals that make up the objective to be achieved. Salazar and Cavalcanti (2001) will highlight on the need to forecast both in times of relative stability or when there is a sudden change in this trend.

METHODOLOGY

The study in question is based on collecting data from a semi-structured interview script containing seven questions, conducted with 45 students / clients of a company specializing in preparation for competitions in Teresina-PI. Amid the portfolio of existing qualitative methods this research used the case study. Regarding the nature of this study, this research project is of applied nature, since it aims to generate knowledge for practical application, targeted to solving specific problems, involving truths and local interests (Gerhardt and Silveira, 2009). As for the methodological goals this study is descriptive.

RESULTS AND DISCUSSIONS

Lack of management time administrative operations

Of asking students less like the company, there is a great dissatisfaction of the students before this preparation, this dissatisfaction that was generated due to lack of teachers and vague times. This should be solved telling students in advance about the lack or, if possible, put another teacher rather than missed, not to let the student without attending class, this will cause it to be less upset with the company.

"[...] Also the length of time that usually had no school, lacked teacher." (Student 01)

"I was I have become vacant time, right? (Student 04)

"The student teacher hoping that they had hired, but for some reason teachers were not going sometimes lacked even for unnecessary reasons, but did not attend [...] (Student 04)"

Another problem reported by students was related to computer teacher was the failure of timetables for classes, arrived late and ended ahead of schedule ending always some time before and also ministered very fast content that consequently left them students without actually understanding the content.

"[...] See the computer teacher, he left much to be desired and spoke very fast and also had a class of 50 minutes, and it only took 30-40 minutes and never got to the end." (Student 12)

Regarding the audit of teacher students did not have much to complain about, but for them the biggest problem would be the fact that the number of subjects was much greater than the time available during the course, which ultimately affects students why they wait the teacher fulfill all notice of matters referred to the discipline.

"[...] I think it was not so much the teacher's fault because the number of subjects is enormous, and it turned out was very content without being seen." (Student 02)

The biggest complaint of the students in relation to accounting professor is that he did know of the subjects to be taught, but he was not a good teaching to transmit the contents to the students, so he needs to master the teaching techniques, and because of that students also reported that he conveyed very fast and it ended up not achieve greater productivity of students.

"[...] The accounting, I think the speed with which transmits, made sure I did not." (Student 06)

"[...] Because he knew him, now to pass it to students, will not lie, did not know it." (Student 12)

For students of the discipline of statistics, the teacher gave the impression of "negligence" in relation to school, since came anyway and no one made planning before class started, as a result of this lack of preparation the teacher gives the impression that it had no control what was happening to the students during the course. Ie it is not an innovative teacher and does not arouse their students interest in the matter.

"It was his lessons poorly planned, gave the impression of what he was not planning his classes, got there anyway, so students did not like the lessons from it." (Student 08)

"[...] He did not rule in class, sometimes even made you want to take the classes it [...] " (Student 08)

According to the students the professor of constitutional law gives the impression that he had many other tasks to do and because of that he did not have an availability of more time to prepare the lessons.

"[...] I think he was way too busy with several other disciplines and had no time to prepare lessons." (Student 09)

Lack of prior organization of educational operations

For Students / enterprise customers the preparatory SEFAZ should have had a bit more planning and organization with respect to the subjects and times for which there were no problems with vague times and therefore make better use of time giving enough attention to the disciplines and supplying all hours of the course.

"The lack of preparation, I realize that they prepared this preparatory at the last minute, do not prepare enough [...]" (Student 02)

Another factor related to the discontent was for certain disciplines that were not completed, content that has little depth or even was never passed on to students, little attention to the basic disciplines. For the company's customers the time left might have been used in revisions and even to deepen the basic materials, as already mentioned, have not had as much attention as the more specific subjects of the preparatory. These factors are directly related to teachers, which shows that there is still more compromise these for better planning of the contents that will be passed to students.

"[...] It was the matter of a few lessons on the part of Portuguese and computer, I'd think that would have given a little more attention to these disciplines, focused on very specific part and left the basic disciplines a little hand "(Student 10)

"What I liked least was that some kind teachers thus not given what was in every announcement and had a few lessons in some subjects and some subjects were given thus kicked by last over time." (Student 11)

Lack of monitoring of teachers and coordinators in the classroom

Also mentions the case of a lack of attention from the coordination with students and certain abandonment of the administrative sector, citing the lack of the company's preparation for the preparatory SEFAZ.

"[...] And the administration is not concerned with having arranged to have placed other disciplines who after all were not good enough, were not prepared for the competition, and I can tell you that the workload was large, then any while since'd be nice if it were really taken advantage of and then actually had an abandonment of the administrative sector because they have left vacant times [...]" (Student 04)

There are also reports of disorganization of the company during the preparatory and the lack of attention to students who sometimes feel forgotten and as a result they begin to get discouraged to attend classes in preparation.

"I thought disorganized." (Student 13)

"The lack of organization that the company demonstrated during the period of the class, only this lack of organization even the people of administration mainly." (Student 15)

"We lacked attention to the class should have at least a little more attention to us, how can I say [...] Types well forgotten us there." (Student 19)

CONCLUSION

This article, we tried to highlight the importance of planning and market strategies within organizations putting with one of the most useful tools for management of organizations. The main results show that the factors most in need of operations management planning are: time management of administrative operations, prior organization of education and monitoring of teachers in the classroom operations. The result of this study identified the fault of the company, and the necessary corrective actions are taken, their services will improve.

During the construction process of this study, outdated and incorrect reporting of the company's database has been one of the bottlenecks imposed limitation to research, as had invalid numbers and incorrect reporting customer's name. Among other elements the refusal of some customers in the survey prevented the conclusion of a greater number of interviews.

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