

## ***SYLLABUS of OPERATIONS MANAGEMENT, Spring 2012***

### **Instructor**

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### **Textbook**

Stevenson, William J. and Chuong, Sum C. (2010) Operations Management: An Asian Perspective, McGraw-Hill. (ISBN: 978-007-127062-5)

### **Course Objectives**

This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques, which can improve the organization's quality and productivity. The course draws upon the students' knowledge of accounting, science, mathematics, management, and statistics.

One of the basic functional areas of any enterprise is operations. Operations deals with managing resources or systems to create products or provide services. The designing, planning, organizing, operating, and controlling of operating systems is the focus of this course including analytical techniques, tools and concepts applicable to managing operations.

On completion of this course, students will be able to:

1. Understand the definition of operations management and establish the fundamental knowledge of operations management, e.g. strategy, forecasting, capacity management, and quality management.
2. Examine the role of operations in any organization and examine productivity and a system approach to analyzing operations problems.
3. Understand multiple analytical techniques and applications to develop business forecasts.
4. Identify the key components of product and service design, and the ways to improve reliability in design decisions.
5. Utilize various models and techniques to model complex production systems.
6. Identify the key variables that decision makers utilize in addressing the production (aggregate) planning.
7. Describe the process of the approaches to project management and explain the kinds of information this process provides.

## Time Commitment

This subject requires three hours class contact or equivalent per week (3 credit points). In addition to the hours of class contact students are expected to devote additional hours during the semester to studying for this subject. This includes time spent in preparing for and completing assessment tasks, together with time spent in general study, revision, and exam preparation.

## Class Schedule

The class is tentatively scheduled as below. However, this might be adjusted in accordance with the actual class progress.

Week (of)	Chapter	Topic	Case
1 (02.22)	1	Introduction to operations management	
2 (02.29)	2	Competitiveness, Strategy, and Productivity	
3 (03.07)	4	Product and Service Design	Vlasic on a Roll With Huge Pickle Slices (p. 152)
4 (03.14)	5	Strategic Capacity Planning for Products and Services	Outsourcing? Hospitals Look into “Best” Sourcing (p. 207)
5 (03.21)	6	Process Selection and Facility Layout	Tour de Force (p. 239)
6 (03.28)	7	Design of Work Systems	Making Hotplates (p. 351)
7 (04.04)		(No Class)	
8 (04.11)	8	Location Planning and Analysis	Hello, Wal-Mart? (p. 392)
9 (04.18)		Mid-term Exam	
10 (04.25)	9,10	Management of Quality & Quality Control	Toys, Inc. (p. 495)
11 (05.02)	11	Supply Chain Management	e-Procurement at IBM (p. 527)
12 (05.09)	12	Inventory Management	Bruegger’s Bagel Bakery (p. 609)
13 (05.16)	13, 14	Aggregate Planning, MRP, and ERP	Stickley Furniture (p. 689)

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14 (05.23)	15	Lean Operations	Boeing (p. 726)
15 (05.30)	17	Project Management	
16 (06.06)		Final Project Presentation (I)	
17 (06.13)		Final Project Presentation (II)	
18 (06.20)		Final Exam (Entire Course)	

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### **Grading Policy**

The grading of this subject is composed of five assessments tasks: class participation, group assignment, mid-term exam, group project, and final exam. The due date and value of each task is summarized as below.

Assessment Task	Due Date	Value
Class Participation	Participation, Discussion, and Interaction with the Lecturer in Classes	15 %
Group Assignment	Case Presentation; Scheduled during Semester	15 %
Mid-term Exam	Class Time on Week 9	20 %
Group Project	Week 15	25 %
Final Exam	Official Examination Period (Week 18)	25 %
		<b>Total 100 %</b>

### **Group Assignment: Case Presentation**

- This assignment consists of the analysis and presentation of an allocated business case or set of exercises. This is a task for a group of 2-3 students. Each group needs to present a real business case (assigned during the class) for approximately 25-30 minutes.
- The only written work required for this assignment is a summary of the visual material used during the presentation. The visual presentation material and overall professionalism during this presentation will be graded.

### **Group Project**

- This assignment consists of a report about performance measurement in the

operations management. It combines an element of theoretical discussion with some data collection and the discussion of the performance of a real organization.

- This is a task for a group of 2-3 students. (No individual work is allowed.)
- Submit a one-page project proposal in electronic format (Microsoft Word file only) to the eLearning website in Week 8.
- Submit the final report by groups in **both electronic file** (Microsoft Word file only) **and hard copy** (A4 size format, no need for cover sheet) in Week 15.
- Word limit: 5,000~6,000 words in English.
- Based on this project, each group needs to give a presentation (app 25-30 mins). The presentations will be scheduled in the class time during Week 16 and 17.
- **IMPORTANT NOTICE:** Remember to “quote” any reference information. Projects overusing any reference (including those obtained from the internet) will NOT be accepted and graded.

### **Presentation Grading**

- Content (35%) – appropriate length (app 25-30 mins) and level of detail
- Organization (20%)– e.g. opening statement, outline, introduction, motivation, discussion, and conclusion
- Question discussion (25%) – (app 15-20 mins)
- Language and voice, visuals/slides, and physical behavior (20%)

### **Important Notes and Policies**

This class, unless otherwise specifically stated, is to be individual effort. Any student engaged in, or supporting other students engaged in, activities which seek to undermine the integrity of the subject assessment process will receive the penalty according to the school policy at National Chengchi University. These activities include cheating, plagiarism, and collusion.