RALPH W. KETNER SCHOOL OF BUSINESS
CATAWBA COLLEGE
OPERATIONS MANAGEMENT
BLOCK 3, SPRING 2014

I: General Information

Day, Time, & Location: Mondays and Thursday 6PM to 9:45
Instructor: Mr. Jose Manjarres MBA-Finance
Contact Information: jmanjarr13@catawba.edu, Cell Phone 850-532-5593
Office: Central Piedmont Community College (CPCC)
Levine Technology Building Room 4124

II: Course Description & Rationale:

An introduction to the concepts involved in managing the operations and production function. Course will include quantitative approaches to topics such as scheduling.

This course satisfies core requirements of the BSBA. It is an appropriate elective for students majoring in other business related majors or minors.

III. Required Textbook and Other Materials:

OM3 by Collier/Evans, Latest Edition. South-Western Cengage Learning.

IV: Learning Outcomes:

Students will:

1. Explain the concept of operations management.
2. Explain the differences between goods and services.
3. Describe current challenges facing OM.
4. Explain offshoring and the key issues associated with it.
5. Describe the types of measures operations managers use for decision making.
6. Explain the five key competitive priorities.
7. Describe different types of technology used in manufacturing and service organizations.
8. Describe the steps involved in designing goods and services.
9. Describe the four elements of service encounter design.
10. Describe the four types of processes used to produce goods and services.
11. Be able to calculate resource utilization.
12. Describe four layout patterns and when they should be used.
13. Be able to apply algorithms for assembly line balancing to realistic problems.
14. Describe the human issues relative to workplace design.

15. Explain the concept of supply chain management.
16. Describe the role of transportation, supplier evaluation, technology, and inventory in supply chain management.
17. Explain the concept of capacity.
18. Explain the principles and logic of the Theory of Constraints.
19. Be apply to apply statistical and computational techniques to forecasting problems and scheduling.
20. Explain the importance of inventories and types of inventories.
21. Be able to calculate EOQ and apply concepts to inventory decision making.
22. Describe aggregate planning as it applies to capacity requirements planning.
23. Explain the concepts and definitions of quality.
24. Describe the concepts and philosophy of ISO 9000:2000.
25. Describe how to apply the seven QC tools.
26. Explain the concepts of kaizen and poka-yoke.
27. Explain the importance of the Malcolm Baldridge Award.
28. Be able to construct a Quality Control Chart.
29. Be able to explain the importance of Lean Operating Systems.

V: Course Delivery and Assignments:

a. *This class will meet three hours per week..*
   Class will be comprised of lecture, guest speakers, and a plant tour.

b. Assignments
   a. Plant tour and completion of online discussion related to tour.
   b. Quantitative HW related to chapter topics
      i. Use of Excel is required
   c. Three exams covering course content
   d. Participation in class (relevant, substantive)

VI: Grades, Weights & Scale:

Example:

Weights:

Mid-Term	=	*20%*
Final	=	*20%*
Class Participation	=	*40%*
Project	=	*10%*

Scale:

A	*= 100-92 %*	*A-*	*= 91-90%*		
B+	*= 89-88%*	*B*	*= 87-82%*	*B-*	*= 81-80%*
C+	*= 79-78 %*	*C*	*= 77-72%*	*C-*	*= 71-70%*
D+	*= 69-68 %*	*D*	*= 67-62%*	*D-*	*= 61-60%*
F	*< 60%*				

VII: Academic Integrity and the Catawba College Student:

Honor Code

"*As a member of the Catawba College community, I will practice academic honesty, communicate truthfully, and show respect for the rights and property of others. I will also encourage others in the community to behave honorably*."

Academic Dishonesty

"Academic dishonesty includes, but is not limited to, cheating, plagiarism, and lying about academic work. A student who submits the work of others, whether in whole or in part, without proper acknowledgement or permission, or who has falsified information within his own work, is in violation of the Honor Code, and is therefore subject to appropriate sanctions resulting from such a violation."

VIII: Attendance Policy:

1. Regular and punctual class attendance or online presence in online site is required
2. For scheduled meetings: Attendance will be taken at the beginning of each class. Failure to be present when class begins will result in an absence for the day.
3. Absences from class for extenuating circumstances, as defined in the Catawba College Catalog, will be counted as excused absences. No other absences will be excused.

IX: Missed Work Policy:

Late permission must never be assumed. You are required to contact me before due dates if you have a reason for missing an assignment. Only reasons expressed in the catalog are recognized. Please do not procrastinate!

All requests made that have as their reason the official reasons listed in the college catalog will be granted without penalty on the grade. Other requests are granted at the discretion of the instructor and partial credit or full credit will be given at the discretion of the instructor. But you should never assume that late permission will be granted unless it is a college recognized excuse published in the catalog.

X: Electronic Device Policy

Cell phones must be on silent during class.
Class sessions may not be recorded with any device.

XI: Course Content

Operations Management

March 13
Chapter 1: Goods, Services, and Operations Management.
Charter 2: Value Chains.

March 17
Chapter 3: Measuring Performance in Operations
Chapter 4: Operation Strategy.

March 20
Chapter 5: Technology and Operations Management
Chapter 6: Good and Services Design.

March 24
Chapter 7: Process Selection, Design, and Analysis
Chapter 8: Facility and Work Design.

March 27
Chapter 9: Supply Chain Design.
Chapter 10: Capacity Management.

March 29 Saturday
Chapter 11: Forecasting and Demand Planning.
Chapter 12: Resource Management.
Mid-Term

March 31
Chapter 13: Resources Management.
Chapter 14: Operation Scheduling and Sequencing.

April 3
Chapter 15: Quality Management.
Chapter 16: Quality Control and SPC.

April 7
Chapter 17: Lean Operation Systems
Chapter 18: Project Management.
Final
Group Project.

XII: Guest Lectures, Special Events, and Field Trips

Guest Speaker, Plant Tour

XIII: Common Professional Component:

Common Professional Component (CPC) Concepts:	Contact Hours
Summary of (CPC) Concepts:	
Functional Areas:	
Marketing	3
Business Finance	2
Accounting	2
Management	3
The Business Environment:	
Legal Environment of Business	2
Economics	
Business Ethics	3
Global Dimensions of Business	6
Technical Skills:	
Information Systems	3
Quantitative Techniques/Statistics	9
Integrative Areas:	
Business Policies	6
Comprehensive Integration	6
Total Contact Hours	45

XIV: Notes on the Pre and Post Test

This course deploys both a pre-test and a post-test for assessment purposes. Students should *sincerely* attempt both since the results impact our accreditation status and thus the value of the business degree earned at Catawba College.

XV: Miscellaneous but Important Items

1. *Make regular use of other resources (information on the internet, news, etc.)*
2. *Read your assigned chapters!*
3. *Students are encouraged to join Phi Beta Lambda, our Business Leadership Club/Fraternity. The first meeting is September 1st at 11 am in Ketner 307.*
4. *Students are expected to attend relevant KsoB and College events as announced during the semester.*

XVI: Attendance Policy

Class attendance and discussion forum participation is required. Think of coming to class meetings as coming to a management meeting where you are expected to provide input on problems and issues based on your experience and background.

Each student is personally responsible for regular and punctual class attendance. Students are also expected to arrive to class on time, and be attentive and an asset to the learning process. All students will be allowed one absence during the course without a grade penalty other than missing the in-class discussion points for that class. The second absence will result in a one letter grade deduction from the final grade. Catawba professors retain the right to fail any student who is absent from 25% of class sessions. *This policy is in the college catalog*. For this course, missing more than 2.25 classes (i.e., 2 classes plus 90 minutes) can result in a grade of "F". A student who misses a class bears personal responsibility for completing any material or assignment presented during missed classes (see *The Catawba Catalog* for details.)

Please note that the class discussion points are only available if you attend the class. If you do not attend the class, you will not earn those points and even missing one class results in fewer points for that week, which can affect your overall grade. The grade letter penalty for missing two classes is a straight deduction after the earned points are calculated.

Furthermore, each student is personally responsible for checking ***CATAWBA email*** (not Yahoo, AOL, Hotmail, gmail, or any other email) and visiting Blackboard at least three times a week for changes and updates to assignments.

Examples of an absence that will usually be Excused assuming notification prior to class *and* proper third party notification:

- Serious illness or injury requiring you to seek medical care or miss work. If you are well enough to go to work, you are well enough to come to class
- Serious illness/injury of a direct family member (child, parent, sibling) which would cause that person to be unable to attend work or school as applicable, and unable to care for him/herself
- Wedding of a direct family member within 24 hours of the class (you, parent or child)
- Funeral of a direct family member within 48 hours of the class; 72 hours out of state
- Military duty
- Work or business trip

Examples of an absence that will NOT be excused:

- Weddings other than your own or direct family member
- Protests, charity and fund-raising events, social or competitive events
- Transportation problems of any type

A person with one excused absence will be able to make up the class participation points by completing an additional case study from that session's topic—the professor will assign the project based on the topic, and it is expected to take the same amount of time as the missed class. However, making up the points does not eliminate the absence from the two absence and 2.25 absence requirements; it merely allows the student to earn replacement points. A second absence cannot be made up.