MGNT 3615: Operations Management
Dr. Jon Anderson – Spring 2016 - Section 01D
9:30-10:15 Miller Hall 2201

Course Information

Operations management deals with "the design and management of products, processes, services and supply chains. It considers the acquisition, development, and utilization of resources that firms need to deliver the goods and services their clients want." (http://mitsloan.mit.edu/omg/om-definition.php).

As a required course in your BBA program, this course is designed to emphasize the strategic importance of operations management to the overall performance of the organization. Students will study the basic principles required to organize and manage both service and manufacturing firms. Topics include issues such as work design, inventory control, supply chains, scheduling, quality control, lean operating systems, and project management. This course has one pre-requisite: ECON 3402.

Instructor Information

As a student, employee, manager, teacher, coach, administrator, and professor, I have spent the last 20 years studying, learning, teaching, and researching about the experiences people have within a firm’s operations, the experiences firms have in markets, and how both of these are shaped by the environments in which they exist. This journey has taken me through four college degrees (all from different institutions and in different areas of study, but all related to the areas noted), work in financial services, high school teaching and coaching, and working as a university professor and administrator, as well as service in my church and community. In this class we will spend a lot of time focused on helping you mastering the content within the field of operations management. I also hope we will find time to learn from each other’s experiences and as we select the next steps along the pathway we will each pursue.

My contact information is below, If I can be of help to you, please reach out.

Name: Jon Anderson, Ph.D.
Office: RCOB 2318
Email: janderso@westga.edu (Use this email, not coursesden)
Office Hours: M&W 8-9:30; 11:00-12:00; 2:00-4:30

Course Structure and Policies

Structure: This course is structured to be delivered in a distance format (d). As such, between 50-95% of the course content will be delivered online through coursesden. I have taught many sections of this course and found that this delivery format works best for students as you can pace yourself in learning the concepts and formulas. You can also review the material as many times as you would like before moving on. The course is divided into an introduction and 20 modules. We will meet face to face on the first day of class, for a review day prior to the exam and for each exam date. This gives us 7 meeting times in a face to face environment. All other learning and assignments will be completed online as noted on the course schedule.

Communication: The best way to contact me is through email. Please send all email communication to: janderso@westga.edu. Please do not expect a response if you email through coursesden. I will receive and respond to emails more quickly this way. Although I try to respond as quickly as possible, please allow two working days before expecting a response from me. Grades and other course content and information will be distributed through Coursesden.

Credit Hours: Credit Hour Policy (3 credit hours), for approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

I reserve the right to modify the syllabus throughout the semester
Course Schedule and Course Management: The course will be managed according to the schedule in this syllabus. I do reserve the right to adjust the schedule as needed. Such adjustments will be shared with you via email or discussed in class or posted online.

Student Rights and Responsibilities: Please carefully review the information at the following link: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

Student Attendance and Behavior: As a student it is expected that you engage in class (online or face to face) at all times noted on the course schedule. For face to face classes, I will lower your final average by 1% for each class you miss. For online delivery, if you do not complete an assignment/exam on time, you will receive a 0 for that assignment/exam. Please make arrangements to attend and complete your work early. Late work will receive no more than half credit. It is also expected that you act respectfully and participate, especially in group assignments and class discussion. If you behave unprofessionally (as determined by me, the professor), you will be disqualified from a group project or class discussion and lose the associated credit toward your grade.

Student Integrity: You should be honest. If you are not honest in your work on an assignment you will receive a "0" for that assignment and may receive a "F" for the course, depending on the severity of the infraction (as deemed by me, the professor). Please follow all instructions with exactness, especially when completing assignments/exams online.

Honor Code: The UWG honor codes states: "At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism*, cheating*, fabrication*, aid of academic dishonesty, lying, bribery or threats, and stealing." The student manual also outlines the method for handling cheating or academic dishonesty as follows: "Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of penalties including but not limited to failing the assignment, failing the course, and referral to Office of the Vice President for Academic Affairs" (available online at http://www.westga.edu/~handbook/hb3.php?page=honorcode).

Course Learning Objectives Related to BBA Learning Goal(s)

1. Apply appropriate quantitative techniques to a variety of operations-oriented problems and provide accurate analysis. (BBA 2,4,6)
2. Demonstrate the ability to apply basic principles of operations management to real world situations. (BBA6 )
3. Describe the overall production/operations management process and understand its function and relationship to other areas. (BBA 4)\a
4. Understand and solve problems related to policy, product, process, plant, and operations decisions. (BBA 2,4)

Recommended (Not Required) Course Reading

2. "The Goal" by Elihahu M. Goldratt and Jeff Cox (any edition)

Assignments/Exams

In this course you will complete three types of assignments/exams.

1. Practice Problems and Answers: Each module contains instruction embedded in a narrated powerpoint, you should review the powerpoint as many times as you need to understand the material and be able to apply it to business situations. Once you are ready to move on, you will create a business problem of your own similar to the sample problems presented to you. The practice problem you create should be realistic and related to an area of your interest. You will also be required to read two other students problems and provide the solution. Once two people have answered your practice problem, you should enter the discussion board again and post your answer. Once you have posted your answer, you are done with your graded work for that module. I would however, encourage you to review a large number of other students' practice problems to help you better understand the concepts being studied.

I reserve the right to modify the syllabus throughout the semester
2. Manager Interview and Case Study: At some point during the semester, you will find and interview a manager who deals with or works in operations management. This can be a relative, friend, or preferably someone you hope to work for. I encourage you to take this opportunity to make a connection that may help you later down the road. The requirements for this interview are posted below.

3. Exams: In class exams will consist of problems similar to those in the modules. For each problem on the exam you should be prepared to answer the questions: What is the question? What is the Tool? What is the answer? and Why does it matter?

Course Instruction
This course is scheduled to be delivered according to the outline in the table below. I do reserve the right to adjust the schedule or grading as the semester progresses.

<table>
<thead>
<tr>
<th>W</th>
<th>Week (Dates)</th>
<th>Module #</th>
<th>Module Topics</th>
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<tbody>
<tr>
<td>0</td>
<td></td>
<td>0-1</td>
<td>Introduction, Goods, Services, and Operations</td>
</tr>
<tr>
<td>1</td>
<td>1/11-1/16</td>
<td>2-3</td>
<td>Generic Value Chain, Service Profit Chain, Customer Benefit Package, and the Value Proposition</td>
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<tr>
<td>2</td>
<td>1/19-1/23</td>
<td>4-5</td>
<td>Break Even Analysis, Weighted Average and Center of Gravity</td>
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<tr>
<td>3</td>
<td>1/25-1/30</td>
<td>6</td>
<td>Forecasting and Forecasting Error</td>
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<td>4</td>
<td>2/1-2/6</td>
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<td>2/8 Face to Face meeting for Exam Review</td>
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<td>5</td>
<td>2/8-2/13</td>
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<td>2/10 Exam 1</td>
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<td>6</td>
<td>2/10 Exam 1</td>
<td>7-8</td>
<td>House of Quality, Product Design, Work Process Selection</td>
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<td>7</td>
<td>2/22-2/27</td>
<td>9-10</td>
<td>Productivity, Utilization and Little's Law</td>
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<td>8</td>
<td>2/29-3/5</td>
<td>11-12</td>
<td>Assembly Line-Balancing and System Reliability</td>
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<td>9</td>
<td>3/7-3/12</td>
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<td>3/7 Face to Face meeting for Exam Review</td>
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<td>10</td>
<td>3/9 Exam 2</td>
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<td>3/9 Exam 2</td>
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<tr>
<td>NA</td>
<td>3/14-3/19</td>
<td>Spring Break</td>
<td>N/A</td>
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<td>11</td>
<td>3/21-3/26</td>
<td>13-14</td>
<td>Capacity and Planning</td>
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<td>12</td>
<td>3/28-4/2</td>
<td>15-16</td>
<td>Control Limits and Loss</td>
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<td>13</td>
<td>4/4-4/9</td>
<td>17-18</td>
<td>Inventory Management and the Quality Movement</td>
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<td>14</td>
<td>4/11-4/16</td>
<td>19-20</td>
<td>Project Management and Work Redesign</td>
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<td>15</td>
<td>4/18-4/23</td>
<td></td>
<td>4/20 Face to Face meeting for Exam Review</td>
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<tr>
<td>16</td>
<td>Final Exam</td>
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<td>See Registrar's Exam Schedule</td>
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Grading
At the end of this course, you will receive from me a letter grade based on your performance on the evaluation instruments discussed below.

1. Exam 1 20%
2. Exam 2 20%
3. Exam 3 20%
4. Coursed Assignment and Responses 20%
5. Manager Interview and Case Study 20%

Total Points for Grade Calculation 100%

Final Grade will be adjusted for attendance as outlined earlier in the syllabus

Grading Scale: 90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D, Below 60% = F

Opportunity for Extra Credit
There is one opportunity to earn extra credit. To earn the credit, you must read the book "The Goal" by Elihahu M. Goldratt and Jeff Cox (any edition) and meet with me to discuss what you learned. Based on our conversation, I will add up to 3% to your final grade. This interview must take place prior to the final exam.

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The Assignment: Throughout this semester you will learn a significant number of concepts and analytical tools related to the internal operations of an organization. The goal of the process is to make more money through the efficient allocation and deployment of resources. To accomplish this goal, each phase of the operation must be analyzed and improved.

For this assignment, you are to interview a manager who deals with or works in operations management as defined in the syllabus. In your interview, you should identify 5-7 concepts learned in class, ask the manager about each concept and how the manager uses it in his or her work. Once you have all your answers, shorten the video into the following sections:

1. A brief introduction of the manager.
2. The manager's best examples of apply 3 of the 5-7 concepts.
3. A summary of what you learned in the interview.

The final video should be no longer than five minutes.

The Working Manager: Your first step in this project is to find a working manager who you will interview. The manager must be willing to be video recorded as part of volunteering to participate.

The Due Date: This assignment is due prior to the final exam. You can turn it in at any time, but no later than the beginning of the final exam. Nothing will be accepted after the date and time of the final exam.

The Deliverable: You can turn in your assignment in one of three ways: 1) post your video interview to youtube and send me a link 2) Burn your video to a DVD/CD or save it on a thumbdrive and turn it to me, or 3) make a transcript of the interview and turn in a paper copy. The paper copy must be accompanied by a picture of you with the manager.

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