Spring 2014
Production/Operations Management Fundamentals
With Quantitative Analysis
MGNT 6604, CRN # 11722
TBA with mandatory attendance and travel periods
(Syllabus revision: # 010314)

FACULTY DATA:
Dr. Douglas Turner, Professor
Phone: 678.839.6467

OFFICE HOURS:
- by appointment

COURSE DESCRIPTION:
- The focal point of this course is the development, analysis, and presentation of a business solution to a corporate entity. The identification of the appropriate research tools and methodologies to be used will be determined as the project progresses. This class represents half of the research team as the group of RCOB students of this course will work collectively with a graduate group of students from the University of Hertfordshire. This course has three distinct components (UWG hosted visit, semester course work, Hertfordshire hosted visit).

CRITICAL INFORMATION:
- The term “TEAM” refers to the entire student body from both UWG and Hertfordshire.
- The term “GROUP” will refer to only one group, either UWG or Hertfordshire (UK) students.
- As this course is conducted in concert with the University of Hertfordshire (UK) attendance by the UWG group is mandatory while the UK group visits UWG, explicitly attendance is mandatory on 1/19, 1/20, 1/21, 1/22 for any period from 8:00am until 8:00pm.
UWG group attendance is also mandatory for the Hertfordshire travel and site visit period.
- The current project TOPIC SYNOPSIS is at the bottom of this syllabus.
- The deliverable required from the UWG group includes both a written report to the professor and a corporate presentation.
LEARNING OBJECTIVES:
1. Students will demonstrate an understanding of the major areas of business analysis that include work attitudes, motivation, interpersonal behavior, communication, work team (and group) decision making, and leadership.
2. Working in a team (or group), students will demonstrate the ability to select and apply major concepts, strategies, and methodologies to analyze a business problem. (MBA 2).
3. Students will demonstrate an understanding of the importance of developing and managing a business operation in socially and culturally diverse environments. (MBA 4).

COURSE TIME EXPECTATIONS:
- The UWG group will develop a project outline defining the objective, the tools and methodologies to be used, and a timeline (schedule) for completion.
- Beyond the scheduled UWG and Hertfordshire visit dates UWG group will be required to develop a weekly production / meeting schedule against the project timeline.
- Additional time will be required to properly complete this project as outside research and surveys maybe required.

DEMEANOR:
- The highest degree of professionalism is required when interacting with any corporate end users.
- Proper business attire is always required when meeting with corporate end users.
- Choose your questions carefully for the end users.
- Never promise change to end users as this is only a study.

TRAVEL NOTES:
- The date for the final presentation by the team to IBM is set for 5/23 in the UK.
- Members of the UWG group are expected to bring laptops with wireless capabilities to Hertfordshire.
- Each UWG group member is to bring at least one set of professional business clothing (with ties) for corporate visits.
- Travel arrangements for the UWG group from (and return) Atlanta to the UK will be determined by the RCOB and provided for by a University Presidential grant.
- UWG group members are required to provide their own transportation to and from the Atlanta international airport.
- Housing in the UK will be provided for the UWG group. Each room is double occupancy and restricted by gender.
- Each UWG group member should prepare to be financially responsible for approximately half of the meals once departing the United States until return.
PROJECT NOTES:
- Each group is expected to maintain adequate control of backup programs and data.
- Loss of a system or data is not an acceptable response to project requirements and consultation reviews.
- Each team (and group) must organize and manage itself to effectively meet the requirements of the Professor and the user for whom you will be developing a system.
- It is strongly recommended that members of each team be assigned the task of contact point, archive librarian, hardware specialist, software specialist, quality assurance proof reader (text), diagram flow consistency proof reader, treasurer, prototype coordinator, and presenter.
- You may discover other major tasks that should be assigned as well.
- Consider assigning a primary and secondary role to each team member.
- However, all team members should be knowledgeable in all aspects of the project.

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.

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-classroom work may include, but not limited to, reading, assignments, projects, group work, research, and test preparation.

COMMUNICATIONS:
- All e-mails to the professor are to be sent to dturner@westga.edu.
- Your UWG e-mail account is the official individual communication method at UWG.
- Only assigned University of West Georgia e-mail accounts will receive an e-mail response.
- Everyone please check and be sure that you are not over quota in your WESTGA e-mail account. I frequently have messages that bounce back due to this problem. I will not make multiple attempts to contact you via e-mail.
- The only website utilized in this course can be found at http://www.westga.edu/~dturner/fall13.htm.
- No other website or software like Ready2Learn is utilized.
- Even if website is listed as active by the University, no submissions or e-mails are answered within environments such as CourseDen, WebCT, or Ready2Learn.
METHOD OF INSTRUCTION AND GRADING:
- Grades are impacted by the lack of quality of detail and attention to stated requirements.
- Attendance is PARAMOUNT and lack of individual attendance impacts the entire group and team, expect substantial reductions in grade for attendance failures.
- As this is a business course all submissions will be of business content and quality. There is no “I” when writing in this environment.
- Substantial point deduction (including 0 points for submission) for format, grammar, and punctuation errors.
- The final grade will be comprised of both faculty (60%) and UWG group member peer evaluations (40%).
- These peer evaluations are confidential; so no feedback will be given except in the form of a single individual student grade.
- The peer evaluation form will be issued at a later date.

COURSE POLICIES:
- While assignments may be returned to the group or individual student(s) for correction and evaluation, all material submitted as part of the course requirements become the property of the professor.
- As this course is designed to be centered on teamwork incomplete grades are not given.
- The professor retains the right to subjectively evaluate an individual student's grade upward in appropriate cases based upon observed performance.
- Note from the outset that there are components of this course that are far less structured than what are normally presented in most courses!
- Individual initiative and responsibility is required to succeed in this course.
- Plan you time carefully, acceptances of late work would require extraordinary circumstances and are subject to the professor's approval.
- A legitimate and verifiable physician or court related written excuse is required to prevent attendance point loss.
- Ensure that you have a file backup method for the worst case scenario. This syllabus is subject to change by the professor as required.

PENALTIES FOR BREACH OF ACADEMIC INTEGRITY:
- 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.
- Signing the attendance sheet for another person, making any type of copy of or failing to return a test are all deemed to be violations of the academic integrity.
- Students are responsible for understanding plagiarism. In general, plagiarism is defined as the use of intellectual material produced by another person without acknowledging its source.
- The following are some examples of what is considered plagiarism:
  * Copying of passages from works of others into an assignment, paper, discussion board posting, without acknowledgment.
  * Cutting/pasting information available on the web or online databases.
  * Using the views, opinions, or insights of another without acknowledgment.
  * Paraphrasing another person’s characteristic or original phraseology, metaphor, or other literary device without acknowledgment.

**SPRING 2014 SCHEDULE:**
Inbound UK group to UWG from Hertfordshire:

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Outbound UWG group to Hertfordshire from UWG:

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TOPIC SYNOPSIS (subject to change based on the end users determinations):

University of Hertfordshire (UH) and University of West Georgia (UWG)
An International Collaborative Partnership Programme
Consultancy Project (Academic Purposes Only)

Future of Air Travel

Context
It is estimated that, by 2050, the Earth’s population will top 9.3 billion, with up to 6.3 billion people living in cities. The consequent rise in demand for food, water and warmth, as well as luxuries, will depend on an efficient global network of sea, rail, air and road links. What does this mean for the future of transport?

Our Focus
UH and UWG MBA teams will work together to explore the trends, challenges and opinions of consumers regarding the future of air travel. The teams will undertake a comparative study between research participants of UK and the USA.

Key Areas of Investigation
Teams will undertake research to understand how passengers who belong to different segments such as business, leisure and frequent travellers see air travel evolving to meet the needs of the future. Students will explore the next stage of how technology integrated travel will require behaviour change from formulating strategy to understanding needs of passengers.

Key Objectives

- How should airlines respond to the needs of future air travellers?
- Identify systems and processes needed to enhance passenger experience?
- What are the key ‘white spaces’ in the market for airlines?
- What key criteria should be taken into consideration when developing competitive strategies?

Key Deliverables

- A deeper understanding of air travellers’ preferences
- An assessment and evaluation of how technology be be incorporated to enhance the experience of air travel
- Identification of key areas for improvement in air travel
- Key areas to be taken into consideration in order to develop efficient, eco-friendly, technology based competitive strategy