Course: BUS 320 – Sec 3
Title: Business Operations
Units: 3

In addition to the regular readings assigned in this course, it is highly encouraged to keep abreast of current events in business and economics by reading at least one of the following materials on a regular basis: Wall Street Journal, Business Week, and Fortune.

Instructor: Horst J. Liebl, Ph. D., MBA, CFE, CPA, CGMA
Telephone Number: (805) 300-4002; email: Horst.Liebl@csuci.edu
Office Hours: Wednesdays 12:00 pm – 15:00 pm and Thursdays 13:00 pm – 15:00pm or by appointment, Sage Building Office 2038.
Location: TBA
Schedule: See Detailed Schedule
Course Overview: This is a required course for the Bachelor of Science in Business. An understanding of the role of quantitative analysis techniques is essential for students of business. The course will use lectures, cases, projects, and in-class exercises to illustrate the importance of productivity to business organizations. This course will provide business students with the knowledge, skills, and abilities to analyze operational strategy, operating systems, facilities and process technology.

Program Learning Outcomes: The MVS courses focus on building the following Program Learning Outcomes:

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

Student Learning Outcomes: Students who successfully complete this course will be able to:

1. Describe orally and in writing the fundamentals of operations management and its linkage to the success of a company (1,2,3,6)*
2. Identify, conceptualize, and develop solutions for operational problems (1,2,4,6)*
3. Understand and apply Linear Programming, Waiting Line Models, Regression Analysis, and other management science techniques (1, 6)*

4. Write analyses of complex cases related to operations management (1,2,5)*

5. Formulate and present operations strategies (1,2,3,4,6)*

* Aligns with Program Learning Outcomes

This syllabus may be verbally modified during the term by the instructor.

Assignments: Students are expected to complete the weekly assignments before the beginning of the next class meeting. This point is essential, because much of the discussion in each class will be based upon the concepts presented in the assignments.

Grading Scale: 90 < 100 = A
80 <  90 = B
70 <  80 = C
60 <  70 = D
0 <   60 = No Pass

Grading: Class Attendance 15 Points
Presentation 15 Points
Business Operations Analysis Paper 20 Points
Mid-Term Examination 25 Points
Final Examination 25 Points

Total 100 Points

Group Exercises & Class Participation involves the student’s ability to stimulate discussion and contribute to class activities. The grade is based on quality, not on quantity of participation.

Participants are encouraged to active participation and discussion.

A missed Mid-Term or Final Examination cannot be substituted by “extra” assignments.

Grading Criteria: Students will be graded on the coherent organization of thought, knowledge level, clarity, conciseness, and style of expression, willingness to express views and degree of preparedness. Students are graded on achievement, rather than effort. It is the responsibility of each student to come to class prepared.

Presentation – Team Assignment: Each student is requested to sign up for a group presentation. A group will have up to three members. A sign-up sheet will be circulating and students can choose the subject and the group members.

Each presentation relates to a specific class meeting and subject. The team’s task is to research the assigned subject and prepare a presentation of approximately 30 minutes duration, allowing for question and answers during or at the end of the presentation.

As this is a group assignment, the group will be graded on the group’s performance, not on an individual basis.
Presentations will be graded on the following criteria: Organization, Topic Research and Knowledge of the Subject, Presentation Style, Effective Use of Visual Aids, Content of Presentation, and Audience Engagement.

For due dates see the Schedule. No extensions are possible.

**Business Operations Analysis Paper:**

The Business Operations Analysis Paper is an important part of this course. The paper has to be prepared as an individual effort and is due no later than on the last day of the course. **There is no possible extension for the paper, and there are no exceptions for granting an extension. It is the student's responsibility to submit the paper on time.** The paper has to be submitted in word document format or pdf. **NO googledocs or Apple PAGES format can be accepted.**

The paper has to be submitted to the designated Dropbox in Blackboard. No paper copy is required/accepted. For the due date see the Course Schedule at the end of this syllabus. Notice that the DUE TIME (e.g. 11:59) means the document has to be submitted BEFORE that time. A submission after the due date will not be accepted. **THERE IS NO EXTENSION FOR THE PAPER.**

The student is requested to choose a company of his or her choice and perform an analysis of the business operations of the selected company. The company can be a manufacturing or a service company, public traded or privately held. The size of the company is not important.

The emphasis is on analyzing the different business operations as they are implemented in the company and compare them to what an optimal operations structure would be. The student should take the position of a "business consultant" who is assigned to analyze the current status of the operations, compare the status to a "what would be optimal for the company" and summarize the findings in a strong conclusion and recommendation part or the paper.

The paper should be between 10 to 20 pages plus cover sheet, table of contents and a list of references.

All documents are to be typed, spell-checked and grammar-checked and conform to APA Standard (American Psychological Association, 2012: Publication Manual of the American Psychological Association).

Papers will be graded on the following criteria: Format & Style, Grammar and Readability, Content, Organization of the Paper, Critical Analysis and Thinking, Understanding of the class Material, and Conclusions and Recommendations.

**Mid-Term and Final Tests:**

The Mid-Term as well as the final is a multiple choice test. The week before the Mid-Term and the Final will be a selection of the chapters that will be subject of the respective test.

Exams have to be taken at specified dates (see schedule). No alternative dates are available.
Attendance, Class Participation:

Attendance is based on physical presence, there is no “excused” absence. Attendance will be taken during each class session.

Attendance credit requires the student to be present for the entire class session. Students who come to class late and/or do not stay for the entire class session will be marked absent. Your preparation for class discussion will be considered, as well as the extent and quality of your contribution.

Students are responsible to sign in for attendance points at each meeting by initialing the sign in sheet. The sign in form has to be signed during the class session. Ex Post claiming of attendance and/or signing in is not possible.

Signing in for another student constitutes academic dishonesty and will be handled accordingly.

Course Standards and Academic Honesty:

It is assumed that all students will perform professionally in preparing work required for this class. If papers have to be prepared, all papers must be submitted on their due date.

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.
2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.
3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.
4. The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation.
5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."
6. The Academic Appeals Board shall consist of faculty and at least one student.
7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.
8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

Disability:

Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.
## Course Schedule:

### BUS 320 Business Operations  
**CSUCI Broome 2480**  
Operations Management  
Jay Heizer & Barry Render  
**Thursdays**  
**Fall 2015**

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<td>Introduction to Course, Operations and Productivity, Decision Making Tools,</td>
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<td>Operations Strategy in a Global Environment, Waiting-Line Models,</td>
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<td>Location Strategies, Transportation Models, Layout Strategies,</td>
<td>Ch 8, Mod C, Ch 9,</td>
<td>Problem 8.12, pp. 346; Problem 9.16, pp. 387;</td>
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<td>Ch 12, Ch 13,</td>
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<td>Material Requirements Planning (MRP) and ERP, Simulations,</td>
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