

**California State University Channel Islands**  
**BUS 320: Operations ONLINE**  
**Course Syllabus Spring 2022**

Instructor:	Dr. Michael Seay
Class Meetings BUS 320:	Week runs from Mon. 12:00AM until Sunday 11:59PM January 24 <sup>th</sup> – Mar 20 <sup>th</sup>
Office Hours:	Mon.: 4:00 PM – 5:45 PM Or by appointment or after class if needed
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**Course Description**

**Catalog:** Exploration and application of quantitative techniques, system analysis and operations analysis of business functions, with an emphasis on the optimization of process and operational efficiencies. A variety of management science methodologies will be applied to theoretical and real-world situations.

**Additional Information:** This is a required course for the Bachelor of Science in Business. An understanding of the role of quantitative analysis techniques is essential for business students. 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.

**Prerequisites**

**Course(s):** MATH 140 or MATH 150 **Technology skills:** Due to the structure of the course, students must have a moderate level of competence in computer literacy. Students must be able to download materials, send materials via attachments, present as a team, take timed quizzes in the online environment, and post responses to various topics/questions on the Discussion Forum via Canvas.

**Course Materials**

**Required Textbook(s):** Heizer and Render, (2017) *Operations management*, 12th edition, Prentice Hall

**Supplementary Materials:** Additional reading materials are assigned via the Canvas course web site.

**Student learning outcomes****Program Learning Goals**

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

After the course, the students should be able to:

1. Describe orally and in writing the fundamentals of operations management and its linkage to the success of a company (1,2,3,5)\*
2. Identify, conceptualize, and develop solutions for operational problems (1,2,4,5)\*
3. Understand and apply Linear Programming, Waiting Line Models, Regression Analysis, and other management science techniques (1, 5)\*
4. Write analyses of complex cases related to operations management (1,2,5)\*
5. Formulate and present operations strategies (1,2,3,5)\*

\* Aligns with **Program Learning Outcomes** for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

**Credit Hours Earned – Overview**

While Connected to Cal State Online System		<u>Hours</u>
A.	Listening to Recorded Lectures/Cases/Exhibits	20
B.	Participating in Professor-Moderated Discussions	11
C.	Online Collaboration/Discussion with other Students	10
D.	Exams	<u>4</u>
	Subtotal	45
Offline/Independent Work		
E.	Reading Text/Articles/Cases	20
F.	Analyzing Cases	10
G.	Working on Assignments	20
H.	Reviewing/Studying Course Related Materials	20
I.	Writing Reports and Organizing the Group Project	<u>20</u>
	Subtotal	90
Total Credit Hours Earned for 3 Units of Semester Credit		135

**Grading:**

Weekly Discussion Contribution (individual)	100
Weekly Challenge Questions (individual)	100
Quizzes (individual, 10x10)	100
Article Research Analysis Presentation (individual)	100
Case Analysis (individual) (2 x100 points ea.)	200
<u>Presentation Project (group)</u>	
Business Operations Analysis	<u>400</u>
Total Points Available	1,000

**Grading related issues**

Final grade will be calculated on the weighted value of all components. Final grades will be given on the basis of the guidelines provided by school. The professor reserves the right to change the method for determining course evaluation at any time.

A+: 1000-980	A: 979-930	A-: 929-900
B+: 899-880	B: 879-830	B-: 829-800
C+: 799-780	C: 779-730	C-: 729-700
D: 699-600	F: <599	

Other than exams, I take the following approach to evaluating both oral and written work (including class participation and online discussions).

My notation	Grade range	Quality
√+ (“check +”)	A to B+	Easy to read/follow; shows deep critical thinking and connects to course material; a logical, easy to read structure; no major grammatical errors
√ (“check”)	B to C	Professional; solid structure; shows some critical thinking; minor grammatical errors
√- (“check -”)	D and below	Unprofessional; inconsistent; poorly structured; little or no critical thinking or link to course material; numerous grammatical errors

**Your final grade will be adjusted with your peers’ score.**

Team Size: Teams will be *self-formed* of 4-6 students per team. I will expect an email from a representative of each team letting me know who is on the team. Choose a team leader. Try to get a good balance of backgrounds and skill sets amongst your teammates. You will need to pick a team leader and name of your team. This can all be done through CANVAS. Please send me an email with the team name in the subject heading along with the class information. When a team communicates with me, use your team leader and only that individual should ask questions for the team. Sample subject heading in email :

***Subject: BUS320- Online – Team Bizops***

**CONTENT:****Weekly Discussion Contribution (individual 100 points)**

You are also required to participate in the online discussion forums for each topic. I will create discussion topics/forums each week. I will monitor your online contribution and award a participation score based on the quality of your class discussion. I recommend at least 2 meaningful posts/responses per week.

**Weekly Challenge Questions (individual 100 points)**

There are a number of specific questions at the end of each chapter which require you to apply knowledge of the readings. Answers are to be submitted using CANVAS. The length of each answer depends on the complexity of the question.

**Quizzes/ Assignments (individual 100 points)**

You should take the online quiz. The only deadline is that you must have completed all chapter quizzes prior to the start of the midterm or final exam covering those chapters.

**Article Analysis Presentation (individual 100 points)**

You will pick an article related to the class and present a 5-10 minute screencast analysis of that article. There will be a sign-up sheet for which weeks are available and you will post this to the discussion forum for others to comment. **This is an online presentation for you to post.** I will send a link for sign-ups on a google doc....*please do not take some else's name and move it. It tracks everyone's moves so don't do it!*

**THIS IS DUE AT THE BEGINNING OF THE WEEK/MODULE SO EVERYONE CAN POST AND YOU CAN MODERATE THE DISCUSSION**

**Case Analysis (individual 2x100 points ea. 200 points)**

You will analyze multiple cases during the term. All case analyses must be submitted to CANVAS online. Please follow the "How do Analyze a Case Study" document. Do not write a generic "essay" about the case. The case analysis should be long enough to adequately analyze each step as outlined. Get to the point! It should be between 1,000-1,500 words.

**Presentation Projects (group 400 points)**

This will be a business operations analysis report. More instructions will be given in the online assignment in CANVAS.

**ONLINE PRESENTATIONS:**

You are required to present "online" both individually and as a group. Although this can be challenging, it is the world we live and work in. I recommend utilizing a screencasting software like Voicethread to accomplish this task.. Some guidelines:

- Outline your Presentation so that it flows nicely
- Make sure you find and use screencast software before it is too late (ie. Do a trial run and test the slides and voice over), Everything should be in one file for group presentations.
- Please upload your slides separately.
- Craft the presentation in a simple and orderly manner (PPT, Google Slides, Prezi, etc.).
- Practice your presentation before you record it, then record it.
- You will need to utilize a screen recording software such as voicethread or whatever you want to use. I recommend voicethread and it is provided in MyCI.

**TENTATIVE SCHEDULE**

		<b>SUBJECT AREA and Assigned Readings</b>	<b>ASSIGNMENT</b>	<b>OTHER ACTIVITIES/ READINGS</b>
<b>1</b>	1/24 - 1/30	<p>Introductions &amp; Course Overview</p> <p>- “Operations and Productivity,” Chapter 1</p> <p>- “Decision Making Tools,” Module A</p> <p>- “Operations Strategy in a Global Environment,” Chapter 2</p> <p>- “Waiting-Line Models” Module D</p>	<ul style="list-style-type: none"> <li>• Watch the introduction to class lecture</li> <li>• Read the textbook for assigned readings</li> <li>• Complete the personal information questionnaire</li> <li>• Take the online quiz for Section/Week 1 no later than 11:59pm</li> <li>• Turn in answers to Challenge Questions 1.1 on pp 22 and 2.9 on pp54 no later than 11:59pm</li> </ul> <p><b>Online Discussion</b></p> <ul style="list-style-type: none"> <li>• Introduce yourself to your classmates and form teams (teams are self-enroll)</li> <li>• Respond to instructor led discussion</li> </ul>	Sign-ups for Article Analysis
<b>2</b>	1/31 - 2/6	<p>“Project Management,” Chapter 3</p> <p>“Linear Programming,” Module B</p> <p>“Forecasting,” Chapter 4</p> <p>“Design of Goods and Services,” Chapter 5</p> <p>“Sustainability in the Supply Chain,” Chap. Sup 5</p>	<ul style="list-style-type: none"> <li>• Take the online quiz for Section/Week 2 no later than 11:59pm</li> <li>• Turn in answers to Challenge Questions B.10 on pp720 no later than 11:59pm</li> </ul> <p><b>Online Discussion</b></p> <ul style="list-style-type: none"> <li>• Discuss instructor lead discussion</li> </ul>	Article Analysis Presentations and discussions begin
<b>3</b>	2/7 - 2/13	<p>“Managing Quality,” Chapter 6</p> <p>“Statistical Process Control,” Chapter Sup 6</p> <p>“Process Strategy,” Chapter 7</p> <p>“Capacity and Constraint Management</p>	<ul style="list-style-type: none"> <li>• Take the online quiz for Section/Week 3 no later than 11:59pm</li> <li>• Turn in answers to Challenge Question 6.3 on pp237 no later than 11:59pm</li> </ul> <p><b>Online Discussion</b></p> <ul style="list-style-type: none"> <li>• Discuss instructor lead discussion</li> </ul>	Article Analysis Presentations
<b>4</b>	2/14 - 2/20	<p>“Location Strategies,” Chapter 8</p> <p>“Transportation Models,” Module C</p> <p>“Layout Strategies,” Chapter 9</p>	<ul style="list-style-type: none"> <li>• Take the online quiz for Section/Week 4 no later than 11:59pm</li> <li>• Turn in answers to Challenge Question 8.21 on pp360 no later than 11:59pm</li> </ul> <p><b>Online Discussion</b></p> <ul style="list-style-type: none"> <li>• Discuss instructor lead discussion</li> <li>• Porsche/ Ferrari video</li> </ul>	<p>Article Analysis Presentations</p> <p>Case Analysis Due!</p>

5	2/21 - 2/27	<p>“Human Resources – Job Design and Work Measurement, Chapter 10</p> <p>“Learning Curves”, Module E</p> <p>“Supply Chain Management,” Chapter 11,</p> <p>“Supply Chain Management Analysis,” Chapter Sub 11</p>	<ul style="list-style-type: none"> <li>Take the online quiz for Section/Week 5 no later than 11:59pm on Sunday</li> <li>Turn in answers to Challenge Question 10.20 on pp435 no later than 11:59pm</li> </ul> <p><b>Online Discussion</b></p> <ul style="list-style-type: none"> <li>Discuss instructor lead discussion</li> <li>Amazon</li> </ul>	Article Analysis Presentations
6	2/28 - 3/6	<p>“Inventory Management,” Chapter 12</p> <p>“Aggregated Planning and S&amp;OP,” Chapter 13,</p> <p>“Material Requirements Planning (MRP) and ERP,” Chapter 14</p> <p>“Simulations,” Module F</p>	<ul style="list-style-type: none"> <li>Take the online quiz for Section/Week 6 no later than 11:59pm</li> <li>Turn in answers to Challenge Question 12.1 on pp520 no later than 11:59pm</li> </ul> <p><b>Online Discussion</b></p> <ul style="list-style-type: none"> <li>Discuss instructor lead discussion</li> </ul>	Article Analysis Presentations
7	3/7 - 3/13	<p>“Short-term Scheduling,” Chapter 15</p> <p>“JIT, TPS, and Lean Operations,” Chapter 16</p>	<ul style="list-style-type: none"> <li>Take the online quiz for Section/Week 7 no later than 11:59pm</li> <li>Turn in answers to Challenge Question 15.16 on pp628 no later than 11:59pm</li> </ul> <p><b>Online Discussion</b></p> <ul style="list-style-type: none"> <li>Discuss instructor lead discussion</li> </ul>	<p>Article Analysis Presentations</p> <p>Case Analysis Due!</p>
8	3/14 - 3/20	<p>“Maintenance and Reliability,” Chapter 17, pp. 649 – 666</p>	<ul style="list-style-type: none"> <li>Take the online quiz for Section/Week 8 no later than 11:59pm</li> <li>Turn in answers to Challenge Question 17.13 on pp673 no later than 11:59pm</li> <li>Turn in peer evals</li> </ul>	Group Business Operations Analysis Project Due!

## Class Protocol:

### No late quizzes/assignments/tests:

Quizzes, tests and assignments will not be accepted late. Papers are submitted in hard copy at the beginning of class due date. Please do not send papers to me by email unless instructed. If you miss a deadline/test, there is no make-ups unless you have an emergency (i.e. medical) with proof of situation.

**Writing Standard:** The standard of writing is that of an upper division class. Students should have already achieved correct grammar and punctuation skills; those who have not should catch up by asking for help from the writing center or studying *The Elements of Style* or similar instruction. Poor writing will count against your assignment's grade. References/Bibliographies and writing must be APA style. **I do not accept hand written assignments.**

**Please reference the Purdue online writing lab website for additional guidance:**

<https://owl.english.purdue.edu/owl/resource/703/1/>

**Contacting the Professor:** The best way to reach me is my *CSUCI email*:

*michael.seay@csuci.edu*—although, sometimes it may take up to 48 hours to reply. *For truly urgent matters phone (805-377-5786). If you need to talk to me, text me first as I am typically in meetings or unavailable at the exact moment. You must use your CSU email account for all communication in this class.* It is your responsibility to check your CSU email account and eCollege course web site regularly (at least once a day) for additional announcements and communications. If you would like to Skype my account is [michael.b.seay@gmail.com](mailto:michael.b.seay@gmail.com); this should pre-arranged. Zoom works too... <https://csuci.zoom.us/my/mikeseay>

All email communications should have the following subject heading: **BUS 320-Online**, followed by a brief summary of the question such as “BUS 320-Online: Assignment 1 ftp upload question.” I will respond to emails usually within 24 hours.

**Attendance:** In the online learning environment, much of your learning is achieved by interacting with the professor and other students in the online discussion forum. Your attendance will be determined by viewing online lectures each week and by contributing to the online discussion each week.

I will evaluate your participation by your contribution to the online discussions relevant to the **quality** and quantity of your postings. At a minimum, you must contribute at least once a week (equivalent to a C), acceptable contribution should be at least two postings per week (equivalent to a B), and an exceptional contribution should be three or more quality postings per week (equivalent to an A). Don't just post something for the sake of “punching your posting ticket.” Contribute in a meaningful and substantive way for full credit.

I will also evaluate your class participation by your contribution to your team. You will complete a teammate evaluation form to assess your team participation.

## The Learning Management System

The Learning Management System (LMS) in this course is CILearn (CANVAS).

- Each week will be condensed into individual modules in CANVAS.
- You submit written work using TurnItIn. Each assignment is listed in the Assignment folder within the *Module* link within CILearn (CANVAS).
- You contribute to class discussion using the *Discussion* link within CILearn (CANVAS).
- You take quizzes by clicking on the Content link within CILearn (CANVAS).

## Online Course Netiquette Guidelines<sup>1</sup>

You should **check the course web site and your CI mail once every day** for announcements and updates while the class is in session. Respond to instructor and classmates inquiries in 24 hours or sooner.

1. Review all discussion postings before posting your own to prevent redundancy.
2. Be aware that typing in all capital letters indicates shouting.
3. Be careful with humor and sarcasm. Both can easily be misunderstood!
4. Check your writing for errors by reviewing what you've written before submitting it.
5. Acronyms (LOL, etc.) and emoticons (smilies) are commonly used online, but be careful not to overuse them.
6. Many communications with your instructor or fellow students are best handled through email. Only post on the classroom discussion board if the conversation is relevant to others in the class.
7. Respect the privacy of your classmates and what they share in class.
8. Ask classmates for clarification if you find a discussion posting offensive or difficult to understand.
9. Avoid sweeping generalizations. Back up your stated opinions with facts and reliable sources.
10. Understand that we may disagree and that exposure to other people's opinions is part of the learning experience.
11. Be respectful of each other. We're all in this together. Before posting a comment, ask whether you would be willing to make the same comment to a person's face.
12. Keep in mind that everything you write, indeed every click of your mouse is recorded on the network server. On the Internet there are no take backs.
13. Keep in mind that you are taking a college class. Something that would be inappropriate in a traditional classroom is also inappropriate in an online classroom.

**Accessing Course Materials:** Please monitor your class Blackboard frequently for assignments, quizzes and documents. Please check your CSUCI email regularly for correspondence.

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<sup>1</sup> Adapted from <http://blogs.lsc.edu/expectations/netiquette-guidelines/>



**Disclaimer:** Information contained in this syllabus, other than that mandated by the University, may be subject to change with advance notice, as deemed appropriate by the instructor.

### **Cheating, Plagiarism and Other Forms of Academic Dishonesty**

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on tests and examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course. Papers with plagiarized ideas or language will be graded “F” and must be rewritten with proper use of quotations and referencing. The final grade will be given after which it will be lowered 2 full letter grades.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author’s writing word for word, except for brief passages to support your thesis. When using another writer’s work, accurately identify it with a proper citation and footnote. Plagiarism or cheating on test and exams will result in an “F” (0 points) on the test or exams, very likely resulting in a lower or possibly a failing final grade in the course. Plagiarism on individual assignments or project deliverables will result in a 0 point grade for that document. In case where the cheating or plagiarism was premeditated or planned, students may receive and “F” for the course.

### **Disabilities Accommodations**

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. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me.

### **Final Thoughts:**

**“Good fortune is what happens when opportunity meets with planning.”**  
**Thomas Edison 1847-1931**

**“I am a great believer of luck, and I find the harder I work, the more I have of it.”**  
**Thomas Jefferson, 3<sup>rd</sup> President 1743-1826**

**“Never confuse activity with achievement.”**  
**John Wooden, 1910-2010**