

## CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

**Course:** BUS 320-02 2045 (20 Jan – 12 May 2025)  
**Title:** Business Operations  
**Units:** 3  
**Location:** Monday 6 – 8:50pm Bell Tower 2582 (and online backup)

**Here are the class Zoom details for reference:**

**<https://csuci.zoom.us/j/87360482513>**  
**Meeting ID: 873 6048 2513**

**Required Texts:** Heizer, Jay; Render, Barry: Operations Management, 2014, 11th edition, Pearson, ISBN-10: 0136119417 ISBN-13: 9780136119418

In addition to the regular readings assigned in this course, it is highly encouraged to keep up with 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/or Fortune.

**Prerequisites:** For Business majors: [BUS 309/ECON 309](#) and [BUS 310](#) and [MGT 326](#) with grades of C- or better and Junior Standing; for all other majors: [MATH 140](#) or [MATH 150](#); and Junior Standing

**Instructor:** Alan Jaeger, BSME, MBA

**Telephone Number:** 805-340-3056; email: [Alan.Jaeger@csuci.edu](mailto:Alan.Jaeger@csuci.edu)

**Office Hours:** Thursday 5-6 pm, Zoom Online by appt.

**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**

**Assignments:** Students are expected to complete the weekly reading and assignments before the beginning of the next class meeting. This is essential, as much of the discussion in each class will be based upon the concepts presented in the assignments and students will be expected to demonstrate an understanding of the concepts through in-class verbal participation

**Grading Scale:**

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

**Grading:**

Class Participation, Homework	25 Points
Group Presentation	15 Points
Business Operations Analysis Paper	25 Points
Mid-Term Examination	15 Points
Final Examination	20 Points
Total	100 Points

**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.

**Group-Presentation:** Each student is requested to sign up for a group presentation. A group will have 5-6 members. Students can choose from the provided subjects and their group members.

Each presentation relates to a specific class meeting and/or subject. The team's task is to research the assigned subject and prepare a dynamic presentation of approximately 45 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.

**Business Operations  
Analysis Paper:**

**DUE: 12 May at high noon**

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 9 Dec at noon. The paper must be submitted as an electronic email with the file attached (no google doc sharing) and should be named: "LastName\_BUS320" It is the student's responsibility to submit the paper on time before the last class.

The student is requested to choose a local 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. If possible, the student should visit with the company in order to gain first hand knowledge of the operations.

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 could 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 of the paper.

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

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 and Final tests will be a combination of multiple choice, True/False and short answer. Subject material will be selected the class meeting prior to the test and will consist of at least 2 chapters studied to date.

**Class Participation,  
Homework:**

Attendance will be taken during each class session.

Attendance credit requires the student to be present at the start of the class and for the entire class. Students who come to class late and/or do not stay for the entire class session will be marked absent.

**Homework Assignment:** Each week, submit online a one-page summary of a business you have found which is representative of the research topics identified on the syllabus. The one page write up should explain what about this particular company embodies the research topic(s). Business examples can be from your own experience firsthand, or from current news events. Each week, 3-4 students will be chosen at random to talk about their particular company/topic to the class. Your preparation and participation for class discussion will be considered, as well as the extent and quality of your contribution to each class.

Class Participation & Attendance involves the student's ability to stimulate discussion and contribute to class activities. Students are required to actively participate in the class discussion and come prepared to discuss the homework assignments and current events. The grade is based on quality, not on quantity of participation.

**Course Standards  
and Academic  
Honesty:**

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 Operations Management					
CSUCI					
Operations Management			Jay Heizer & Barry Render		
Class #	Date	Topic	Chapter	Homework Research Topic	Student Learning Outcomes
1	1/20	<b>MLK Day – No Class</b>	Ch 1	Get your textbook	
2	1/27	Introduction to Course, Operations and Productivity  Operations Strategy in a Global Environment	Ch 1 Ch2	Achieving competitive advantage through operations	2, 3, 4
3	2/3	Project Management <b>Class will be Online</b>	Ch 3	Project planning and scheduling	3, 4
4	2/10	Forecasting Design of Goods and Services	Ch 4, Ch 5	Strategic importance of forecasting related to product development	1
5	2/17	Managing Quality <b>Group A Presentation</b>	Ch 6	Total Quality Management and the Cost of Quality	2
6	2/24	Process Strategy	Ch 7	Process Analysis and Design	3, 4

7	3/3	Location Strategies Layout Strategies <b>Group B Presentation</b>	Ch 8 Ch 9	Decisions in Location and Layout strategies affecting business operations	1, 2
8	3/10	Human Resources - Job Design, and Work Measuremen <b>Mid-Term Exam</b> t	Ch10	Operations and Job Design	2, 3, 4
9	3/17	<b>Spring Break</b>		Study for Mid-term	2, 3, 4
10	3/24	Supply Chain Management <b>Class will be online</b> <b>Group C Presentation</b>	Ch11	Sourcing Strategies and Inventory modules	1,3
11	3/31	<b>Holiday – No Class</b>		Email your Business selection for your final report	2, 3,4
12	4/7	Inventory Management	Ch12	Inventory model requirements	2,4
13	4/14	Aggregate Planning and S&OP <b>Group D Presentation</b>	Ch13	Highlight S&OP in business operations	2 3
14	4/21	Material Requirements Planning <b>Group E Presentation</b>	Ch14	Finish your Business Operations Report	1, 3
15	4/28	Short Term Scheduling	Ch15	Finish your Business Operations Report	1, 3
16	5/5	JIT, TPS and Lean Operations	Ch16	Finish your Business Operations Report	

**FINAL Exam is on 12 May and Business Report is Due at noon**

**Presentation Schedule:**

<b>BUS 320 Business Operations</b>				
<b>Presentation</b>	<b>Date</b>	<b>Team</b>	<b>Presentation Subject</b>	<b>Description</b>
1	2/17	A	<b>Quality Management in Manufacturing versus Service Industries</b>	How is quality management similar and different in manufacturing versus service industries? How have the two industries organized themselves around quality? Provide at least one example of each type of industry and detail their quality management strategy.
2	3/3	B	<b>How do automotive Companies use Location Strategy?</b>	Define location strategy for an automotive manufacture and discuss the impact of the strategy on other operations management decisions? Compare 2 or more companies with varying location strategies.
3	3/24	C	<b>Supply-Chain Management in China and the USA</b>	Research and provide examples of how Chinese and US Companies conduct Supply-Chain Management. Provide a comparison and highlight benefits of each company. Discuss potential cost impacts to Supply-Chain management decisions based on existing and potential trade agreements.
4	4/14	D	<b>Aggregate Planning in the Airline Industry</b>	Research how two Airlines use Aggregate Planning in their business operations. Identify strengths and limitations and compare against the business model or market for those airlines. Consider researching and comparing differences in Domestic versus International Carriers
5	4/21	E	<b>Material Requirements Planning in the Global Environment</b>	Research and present practical examples of MRP in multi-national companies and provide analyses on how the company structure and management is impacted or supported by their MRP strategy

**Notes:**

"Please note that this course calendar is subject to change. Students will be notified of any significant updates."