



California State University Channel Islands
BUS 320: Operations
Course Syllabus Spring 2019

Instructor: Michael Seay
 Class Meetings
 BUS 320 CSUCI: Tuesdays 6:00PM-8:50PM @ Bell Tower 2330
 BUS 320 CSUCI: Wednesdays 6:00PM-8:50PM @ Bell Tower 2330

Office Hours: Tues/Wed: 4:30 PM – 5:45 PM @ Sage 2152
 Or by appointment
 E-Mail: michael.seay@csuci.edu

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.

WE WILL BE USING CANVAS AND NOT BLACKBOARD



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)*

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

CONTENT:

Class participation and attendance

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Grading for this section will be based on **attendance, preparedness, your contributions** toward advancing class discussion, and generally fostering learning among peers.

***A requirement for a good participation grade is to meet with me in my office at least once during office hours.**

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. Due dates are posted in Canvas. Upload to Canvas.

Article Analysis Presentation (individual 100 points)

You will pick an article related to the class and present a 5-minute 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.

**Upload to Canvas the following: Slides and Article.
Print and bring a hardcopy to class of the Slides and the Article.**

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. Organization and headings are paramount! **Upload to Canvas.**

Operations Analysis Final Report and Presentation (group 400 points)

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

Your final grade will be adjusted with your peers' score.

Team Size: Teams will be self-formed of 4-5 students per team. I will expect an email from a representative of each team letting me know who is on the team. 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



TENTATIVE SCHEDULE

ALL ASSIGNMENTS ARE DUE @ 5:59PM THE DAY OF THAT CLASS/WEEK!

Wk	Tues./Wed.	SUBJECT AREA and Assigned Readings	ASSIGNMENT	OTHER ACTIVITIES/ READINGS
1	1/22 (Tues.) 1/23 (Wed.)	MODULE 1: Introductions & Course Overview - "Operations and Productivity," Chapter 1 - "Decision Making Tools," Module A - "Operations Strategy in a Global Environment," Chapter 2 - "Waiting-Line Models" Module D	<ul style="list-style-type: none"> Read the textbook for assigned readings Complete the personal information questionnaire Porter's 5 forces Discussion Introduce yourself to your classmates and form teams (teams are self-enroll) Respond to instructor led discussion	Sign-ups for Article Analysis
2	1/29 (Tues.) 1/30 (Wed.)	MODULE 1: 10 Decisions pp39 See above	<ul style="list-style-type: none"> Take the online quiz for Section/Module 1 no later than 5:59pm for that week Turn in answers to Challenge Questions 1.1 on pp 22 and 2.9 on pp54 no later than 5:59pm for that week 	The Profit "Tumbleweed"
3	2/5 (Tues.) 2/6 (Wed.)	MODULE 2: "Project Management," Chapter 3 "Linear Programming," Module B "Forecasting," Chapter 4 "Design of Goods and Services," Chapter 5 "Sustainability in the Supply Chain," Chap. Sup 5	Online Discussion Respond to instructor led discussion	Article Analysis Presentations and discussions Chap 5. Porsche Video
4	2/12 (Tues.) 2/13 (Wed.)	MODULE 2: See above	<ul style="list-style-type: none"> Take the online quiz for Section/Module 2 no later than 5:59pm for that week Turn in answers to Challenge Questions B.10 on pp720 no later than 5:59pm for that week Respond to instructor led discussion Online Discussion Respond to instructor led discussion	Article Analysis Presentations and discussions



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5	2/19 (Tues.)	MODULE 3: "Managing Quality," Chapter 6	Online Discussion Discuss instructor lead discussion	Article Analysis Presentations and discussions
	2/20 (Wed.)	"Statistical Process Control," Chapter Sup 6 "Process Strategy," Chapter 7 "Capacity and Constraint Management		
6	2/26 (Tues.)	MODULE 3: See above	<ul style="list-style-type: none"> Take the online quiz for Section/ module 3 no later than 5:59pm for that week Turn in answers to Challenge Question 6.3 on pp237 no later than 5:59pm for that week Online Discussion Discuss instructor lead discussion	Article Analysis Presentations and discussions Form Teams
	2/27 (Wed.)	Marshmallow Challenge		
7	3/5 (Tues.)	MODULE 4: "Location Strategies," Chapter 8	Discussion Discuss instructor lead discussion	Article Analysis Presentations and discussions Porsche factory video
	3/6 (Wed.)	"Transportation Models," Module C "Layout Strategies," Chapter 9		
8	3/12 (Tues.)	MODULE 4: See above	<ul style="list-style-type: none"> Take the online quiz for Section/Module 4 no later than 5:59pm for that week Turn in answers to Challenge Question 8.21 on pp360 no later than 5:59pm for that week Online Discussion Discuss instructor lead discussion	Article Analysis Presentations and discussions Case Analysis Due!
	3/13 (Wed.)			
9	3/19 (Tues.)	SPRING BREAK	SPRING BREAK	
	3/20 (Wed.)			
10	3/26 (Tues.)	MODULE 5: "Human Resources – Job Design and Work Measurement, Chapter 10	<ul style="list-style-type: none"> Take the online quiz for Section/ Module 5 no later than 11:59pm on 5:59pm for that week Turn in answers to Challenge Question 10.20 on pp435 no later than 5:59pm for that week Online Discussion Discuss instructor lead discussion	No presentations this week!
	3/27 (Wed.)	"Learning Curves", Module E "Supply Chain Management," Chapter 11, "Supply Chain Management Analysis," Chapter Sub 11 Amazon Videos		



11	4/2 (Tues.)	MODULE 6: “Inventory Management,” Chapter 12	<ul style="list-style-type: none"> Take the online quiz for Section/Week 6 no later than 5:59pm for that week Turn in answers to Challenge Question 12.1 on pp520 no later than 5:59pm for that week Online Discussion Discuss instructor lead discussion	Article Analysis Presentations and discussions
	4/3 (Wed.)	“Aggregated Planning and S&OP,” Chapter 13, “Material Requirements Planning (MRP) and ERP,” Chapter 14 “Simulations,” Module F		
12	4/9 (Tues.)	MODULE 7: “Short-term Scheduling,” Chapter 15	Meet with Teams	Article Analysis Presentations and discussions
	4/10 (Wed.)	“JIT, TPS, and Lean Operations,” Chapter 16		
13	4/16 (Tues.)	MODULE 7: See above	<ul style="list-style-type: none"> Take the online quiz for Section/Module 7 no later than 5:59pm for that week Turn in answers to Challenge Question 15.16 on pp628 no later than 5:59pm for that week Online Discussion Discuss instructor lead discussion	Article Analysis Presentations and discussions Case Analysis Due!
	4/17 (Wed.)			
14	4/23 (Tues.)	MODULE 8: “Maintenance and Reliability,” Chapter 17, pp. 649 – 666	Online Discussion Discuss instructor lead discussion	Article Analysis Presentations and discussions
	4/24 (Wed.)			
15	4/30 (Tues.)	MODULE 8: See above	<ul style="list-style-type: none"> Take the online quiz for Section/Module 8 no later than 5:59pm for that week Turn in answers to Challenge Question 17.13 on pp673 no later than 5:59pm for that week Turn in peer evals 	Article Analysis Presentations and discussions
	5/1 (Wed.)	Presentation prep		
16	5/7 (Tues.)	FINALS & Presentations	FINALS & Presentations	Group Business Operations Analysis Project Due!
	5/8 (Wed.)			
17	5/14 (Tues.)	FINALS & Presentations	FINALS & Presentations	
	5/15 (Wed.)			



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).

In- Class Protocol:

No Cell phones/No Texting: As a rule, the phone needs to be turned off and not on your desk. Do not answer cell phone calls/texts during class. If you need to receive an urgent text or call during class, please set your phone on silent mode, notify me before class you are expecting a call and take the call/text outside. Frequent interruptions will hurt your participation grade. Note: **Texting during class is not allowed and you will be dismissed from the class period if texting.** No exceptions.

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. There are no makeups for the Final Marketing Plan/Presentation on Finals day.

Note about Presentations: These are mandatory classes. There will be no makeup. If you miss the class day that the Exams or Presentations are given, you will get an “F” for the Exam or Project. (You will only be excused due to urgent situations with proof, i.e. medical emergency, etc. and you are required to contact me via my cell phone 805-377-5786 as soon as possible.)

Laptops: Are closed after the first 10 minutes of class period unless otherwise advised. It is recommended you bring paper to class for notes. There are exceptions toward the end of the semester when you meet with your teams, and will be noted in class. If you have an e-textbook, please make arrangements with me individually to arrange special seating. I will advise you when you can have open laptop if you have a digital e-textbook.

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.**

Use APA style for formatting and citations only. No need for running head, abstracts or title pages.

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

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

Leaving Class Early: If you must leave class early, please inform me **before class**. Arriving late or leaving early more than a few times will affect your participation grade. Please do not leave early on the days of Final Project presentations or you will be penalized. You are not allowed to leave class during an exam until you are finished.

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). **Please text me to let me know that you have left me a message** *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; this should pre-arranged.



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.

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

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

By enrolling at CSU Channel Islands, students are responsible for upholding the University’s policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code (located at <http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>).

If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Student Conduct & Community Responsibility office. For additional information, please see the faculty [Academic Senate Policy on Academic Dishonesty](#), also in the CI Catalog. Please ask about my expectations regarding academic dishonesty in this course if they are unclear.

To that end, reviewing this document from UC Davis has been recommended as a good way to help students distinguish the difference between collaboration and plagiarism:
<http://www.academicintegrity.org/icai/assets/unauthorizedcollaboration.pdf>.

Disabilities Accommodations

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of need. You can [apply for DASS services here](#). Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

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

“Never confuse activity with achievement.”

John Wooden, 1910-2010