320, Business Operations

Martin V. Smith School of Business and Economics

California State University Channel Islands

Course Syllabus, Spring 2020

Subject to revision (1/22/20)

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| Email: | Micheal.Parkhurst@csuci.edu |
| Office Hours: | Monday’s and Wednesday s 9am-12pm |
| Office Location: | Sage Hall Room 2016 |

Required Materials: [Heizer (Links to an external site.)](https://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&text=Jay+Heizer&search-alias=books&field-author=Jay+Heizer&sort=relevancerank) J., Render, B., and Munson, C. *Operations Management: Sustainability and Supply Chain Management*, Pearson,  Boston, 2016.

Course Description:

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 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 Goals:

1. Demonstrate high proficiency in critical thinking, oral and written communication, and personal ethical conduct.
2. Demonstrate orally and in writing analytical and integrative skills in making business decisions.
3. Demonstrate an understanding of the global operating environment of business.
4. Demonstrate an understanding of relevant disciplines.
5. Demonstrate leadership skills in a variety of situations and settings.

Learning Objectives:

Successfully completing the course will allow the student to:

* Describe the fundamentals of productivity and the linkage to operations and supply chain management (OSCM) (Program Learning Goals 1, 2, 3,5)
* Analyze complex cases in OSCM and formulate effective and efficient strategies and plans to implement those strategies (1, 2, 4)
* Conduct an analysis of an OSCM situation and be able to convey this succinctly (2, 4)
* Develop solutions for operational problems utilizing methods in management science (1, 2, 5)

Course Topics:

* The role of operations and supply chain management as a strategic element
* Manufacturing and service processes
* Supply chain processes
* Supply and demand planning

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| Grading Topic | | Weight |
|  | Homework | 12% |
|  | Attendance | 3% |
|  | Office Visit & Selfie | 5% |
|  | 1st Quarter exam | 20% |
|  | 2nd Quarter exam | 20% |
|  | 3rd Quarter exam | 20% |
|  | Final | 20% |
|  | Total | 100% |

Grades – Letter Grade Translation

Highest           Lowest            Grade

100.00%          92.00%            A

91.99%            90.00%            A-

89.99%            87.00%            B+

86.99%            83.00%            B

82.99%            80.00%            B-

79.99%            77.00%            C+

76.99%            73.00%            C

72.99%            70.00%            C-

69.99%            67.00%            D+

66.99%            59.99%            D

58.99%            0.00%              F

Chapter Homework (12% of course grade)

Maximizing efficiency of service and production functions is a key goal of OSCM. Quantitative analysis is one of the main tools used in comparing alternative scenarios for efficiency and underlying trade-offs. In this course a brief homework assignment will be given for each chapter dealing with typical OSCM topics.  After you read the chapter it is suggested that you walk through any “solved” problems at the end of the chapter as practice for the chapter homework.

Attendance / Office Visit / Selfie (10% of course grade)

Students are expected to have completed all the reading of the chapter we will be discussing that day and come to class prepared to participate. Given the mathematical/complex nature of the material to be presented attendance is essential for its comprehension.  Students are expected to arrive on time for the start of class; excessive tardiness will result in a lowered grade. Missing one class will result in a 1 percentage point drop in the participation grade.  Each successive missed class will double the penalty up to the limit of 5%.  In addition to regular class attendance each student is expected to meet with the instructor at least once during the semester during his office hours. Lastly, given the large number of students in the class each student is requested to submit to the assignment page of Canvas a clear and unambiguous photo of themselves so that the instructor might have the opportunity to learn each student’s name and to address them properly in class.

Some of the characteristics of effective class participation are:

1. Are the points that are made relevant to the discussion in terms of increasing everyone's understanding, or are they merely regurgitation of case facts?
2. Do your comments take into account comments made by others earlier in the class, or are the points isolated and disjointed?  The best contributions following the lead off tend to be those that reflect, not only excellent preparation, but good listening, and interpretative and integrative skills as well.
3. Do your comments show evidence of a thorough reading and analysis of the case?
4. Does the participant distinguish among different kinds of data that is, facts, opinions, assumptions, and inferences?
5. Is there a willingness to test new ideas or are all comments cautious/"safe"?

Examples of things that are not effective class participation:

1. Doing homework in class.
2. Being disruptive.
3. Arriving late, leaving early.
4. Cell phones going off during class or in-class cell phone use.
5. Laptop, tablet, smart phone use other than taking notes.
6. Sleeping in class.

Quarterly Exams (60% of course grade)

There will be 3 quarterly exams that will cover textbook readings, lectures, cases and problems up to the date of the exam. The exams are non-cumulative. The examinations will be open book and open notes but no electronics other than calculators will be allowed during the test. Each exam will consist of true/false and multiple-choice questions with quantitative analysis.  You will need a calculator for some of the more complex formulas.

Final Exam (20% of course grade)

The final exam will be in the same format as the quarterly exams covering material that was presented in the last quarter.

Course Standards

It is assumed that all students will perform professionally in preparing work required for this class.  All homework must be submitted on or before their due date; late submissions will not be accepted.  All students commit to maintaining and upholding intellectual integrity. Any violations, including but not limited to cheating or plagiarism may result in sanctions. Sanctions may include a failing grade on an assignment, a failing grade for the course, or suspension or dismissal from the university.

Students with Disabilities needing accommodation should make requests to the staff at the Disability Resource Programs, at the Educational Access Center, East Bell Tower 1541 (805) 437-3331, accommodations@csuci.edu, Valeri Cirino-Paez, [valeri.cirino-paez@csuci.edu](mailto:valeri.cirino-paez@csuci.edu). Please discuss approved accommodations with the instructor.

The following class schedule is subject to change during the semester.

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| Week | Class Lecture/Discussion | Text Readings |
| 1 | Course and Technology Overview  Operations and Productivity | Ch. 1 |
| 2 | Selfie sent in.  Operations Strategy in a Global Environment | Ch. 2 |
| 3 | Project Management | Ch. 3 |
| 4 | 1st Test (Chapters 1-3) |  |
| 5 | Forecasting | Ch. 4 |
| 6 | Design of Goods & Services | Ch. 5 |
| 7 | Managing Quality / Statistical Process Control | Ch.6 / 6S |
| 8 | 2nd Test (Chapters 4,5,6,6S) |  |
| 9 | Spring Break |  |
| 10 | Process Strategy | Ch. 7 |
| 11 | Location Strategies | Ch. 8 |
| 12 | Layout Strategies | Ch. 9 |
| 13 | 3rd Test (Chapters 7,8,9) |  |
| 14 | Supply Chain Management | Ch. 11/11S |
| 15 | Inventory Management | Ch. 12 |
| 16 | Short Term Scheduling | Ch. 15 |
|  | 4th Test-Final (Chapters 11,11S,12,15) |  |