



Channel Islands
CALIFORNIA STATE UNIVERSITY

Fall 2024
BUS 320 Business Operations (3 credits)
(Extended University)

Instructor: Yeawon Yoo, Ph.D.

Office Hours: Mon 5-6 pm, Wed 12-1 pm ([online](#)) or by appointment

Contact: yeawon.yoo@csuci.edu or [Piazza](#).

Note: For course-related questions, please use [Piazza](#) so everyone can benefit from the discussion. If you have questions of a personal nature, feel free to email me. (Please make sure to include the tag [BUS 320] in the subject line of your email. I will do my best to respond to you within 24-48 hours.)

Course Description: Exploration and application of quantitative techniques, systems 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.

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

Program Learning Goals:

- (1) Critical thinking
- (2) Oral communication
- (3) Written Communication
- (4) Conduct (Ethics)
- (5) Competencies in discipline
- (6) Collaboration

Student Learning Outcomes (SLOs):

- (1) Describe orally and in writing the fundamentals of productivity and its linkage to the operations management process (1,2,3,5)
- (2) Write analyses of complex cases related to operations management (3,5)
- (3) Formulate operations strategy and present orally and in writing (1,2,3,5)
- (4) Identify, conceptualize, and develop solutions for operational problems, especially through the use of management science techniques (5)

Textbook (the textbooks are available on print reserve at Broome Library, situated behind the front desk, allowing for 2-hour checkouts):

- Heizer, J., Render, B., Munson, C. L., & Griffin, P. *Operations management: sustainability and supply chain management*. New York, NY: Pearson.
- Stevenson, W. J., Hojati, M., & Cao, J. *Operations management*. New York: McGraw-Hill Education.

Any edition of these textbooks will be sufficient for the course, so feel free to buy or rent the version that is most accessible and affordable for you. The fundamental concepts covered in each edition remain consistent, ensuring you won't miss out on crucial information.

Tentative Course Outline: The weekly materials will be posted by the day before the start of each week.

Week 1 Introduction to Course, Productivity, Project Management

Week 2 Forecasting

Week 3 Process Strategies, Capacity Planning

Week 4 Layout Strategies, Location Strategies

Week 5 Optimization

Week 6 Statistical Process Control

Week 7 Supply Chain Management

Week 8 Final Exam Week

Grading Policy: Your grades will be weighed as:

- Midterm (30%), Final (30%), Weekly Quizzes/Assignment (40%)
- The **one lowest** quiz/assignment scores will be dropped. This policy covers **any type of excuses**, including but not limited to sickness, job interviews, or other personal circumstances. Please note that there are **no additional make-up opportunities** for quizzes or assignments, nor will there be extensions for deadlines.
- Active participation in **Piazza**, including answering other students' questions, will be rewarded with bonus points. Engaging in collaborative discussions on the platform will enhance your overall learning experience and contribute to a more dynamic and interactive class environment.
- The following scale, based on the final class percentage calculated according to the weights above, will be used:
 - 100% or higher (A+), 93-99.99% (A), 90-92.99% (A-)
 - 87-89.99% (B+), 83-86.99% (B), 80-82.99% (B-)
 - 77-79.99% (C+), 73-76.99% (C), 70-72.99% (C-)
 - 67-69.99% (D+), 63-66.99% (D), 60-62.99% (D-), 59.99% (F)

Important Dates:

Midterm Open during Week 4
 Final Open during Week 8

The exams will be available for **48 hours** to complete. The start date and time will be announced at least **one week** in advance.

Regrade requests for exams: I endeavor to grade the exams in a timely manner and return the graded exams to you in the following week. Every effort is made to grade exams accurately. However, if you notice an error in the grading and wish to request a regrade, you must send me an email about which problems you think are inaccurately graded and why, **within 3 days in which the graded exam is returned (the date that the graded exam is returned is counted as Day 0). No late regrade requests will be accepted.** Note that the requests can result in a grade that is lower, equal, or higher.

Guidelines for the Acceptable and Unacceptable Use of AI: In this course, the utilization of generative AI tools (e.g., ChatGPT, etc.) is authorized for certain circumstances with citation (see [how to cite ChatGPT](#)).

- Permissible Use:
 - Writing an email
 - Employing AI tools for brainstorming and refining your ideas
 - Using AI tools to locate information relevant to your chosen topic (but, you need to check if the information is correct/real or not)
 - Verifying and enhancing grammar as well as writing style using AI tools
- Prohibited Use:
 - Using AI tools to solve any of the exams/quizzes/assignments

Academic Honesty: Academic integrity is the responsibility of all members of the CSUCI community. We, as members of the university community, share equally in the responsibility to ensure that the honor code instills self-respect; fosters scholarship and achievement; builds habits of honesty; promotes ethical behavior; inspires mutual fellowship and respect; and confers prestige on California State University Channel Islands and members of the university community. All university community members should be familiar with the Honor code. Students share with faculty and staff the responsibility of sustaining a climate of integrity. These values are to be maintained at all times. In this course, you must be honest and truthful. Ethical violations include **cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, and facilitating academic dishonesty**. In addition, I encourage collaboration on homework assignment with your friends, colleagues and/or teaching assistants. This is an important part of your learning. However, whatever work you collaborate on must be thrown away before you write up your own solutions – this is to assure that the work you submit is your own. Lack of knowledge of [the academic honesty policy](#) is not a reasonable explanation for a violation. Report any violations you witness to the instructor.

Disability Statement: 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 online](#). We will work together regarding classroom accommodations.

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Resources and Support:

- Learning Resource Center (LRC): The LRC is located on the second floor of Broome Library, the LRC offers free one-on-one and group peer tutoring in many academic subjects. Our tutors assist students with study skills, concept mastery, comprehension, homework, test preparation, and more. Tutors at the LRC work to foster independent learning skills and promote a community of inclusive and supportive scholarship. Visit the [LRC website](#).
- Writing and Multiliteracy Center (WMC): WMC provides all CI students with FREE support services and programs that help them become more effective writers and communicators. Peer tutors help students on a range of assignments at any stage of the composition process in all disciplines. Students visit the WMC with assignments such as expository essays, literature review, lab reports, marketing reports, legislative testimonials, oral presentations, research posters, short video projects, and many more. Students are also welcome to bring in other types of non-academic work such as resumes, letters of application, and personal statements for graduate school applications. Make an [appointment](#), or drop by our Virtual WMC to ask questions or see if a tutor is available. To learn more or see our additional resources for writers and presenters, visit [WMC](#). You can also email them at wmc.tutors@csuci.edu.
- Counseling and Psychological Services (CAPS): CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867 and can be reached at 805-437-2088 (select option 2 on

voicemail for 24/7 crisis support; or text “Hello” to 741741); you can also email at caps@csuci.edu or visit the [CAPS website](#).

- **Basic Needs Program (BNP):** If you face challenges securing food, housing, or other basic needs, you are not alone, and CSUCI wants to help during this time of crisis. One helpful resource is the community of staff available through the Basic Needs Program (BNP) located on the first floor of Arroyo Hall, Room 114. Students can call 805-437-2067, email basicneeds@csuci.edu, or drop in during open hours and talk with a BNP student assistant or professional staff member for resources, ideas, and strategies connected to basic needs challenges. Students can complete a referral form to request services for themselves or others by going to www.csuci.edu/basicneeds. The BNP is known for the Dolphin Pantry located at Arroyo Hall 114, but there are other resources available and staff who can help you work through housing insecurity or displacement as well as financial insecurity. Undergraduate students living in California are especially encouraged to explore CalFresh (grocery money each month for eligible students) as a resource. Domestic undergraduate students living in California are likely to be eligible for CalFresh and BNP staff are skilled with helping students navigate this process.

Copyrighted Content: Course content, including lectures, are copyrighted materials and students may not share outside the class, upload to online websites not approved by the instructor, sell, or distribute course content or notes taken during the conduct of the course. You must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student’s original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

Title IX and Inclusion: Title IX & Inclusion manages the University’s equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus’ response to the University’s nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands’ commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the Title IX website.

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.