

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

Course: BUS 320-002 2595 (20 Jan – 15 March 2024)

Title: Business Operations (Lecture)

Units: 3

Location: Online – Canvas Page

Required Texts: Heizer, Jay; Render, Barry: Operations Management, 2014, 11th edition, Pearson, ISBN-10: 0132921146 ISBN-13: 978-0133408010 (NOTE: You do not need the myomlab access)

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.

Instructor: Alan Jaeger, BSME, MBA

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Office Hours: Thursday 5:30 – 6:30pm MVS 1165

<https://csuci.zoom.us/j/4177012744>
Meeting ID: **417 701 2744**

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:

This is an **asynchronous class**; therefore, students are recommended to complete the weekly reading and homework assignments during the week assigned in the syllabus, but must complete all work prior to the last day of class (March 15th). This is essential, as much of the discussion in each recorded lecture will be based upon the concepts presented in the assignments and students will be expected to demonstrate an understanding of the concepts through online participation in the weekly assignments.

Grading Scale:

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

Grading:

Weekly Homework Postings	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: 15 March 2024

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 15 March at 6pm. The paper must be submitted as an electronic email with the file attached (no google doc sharing). 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 from the chapters and group presentations studied to date.

Class Participation, Homework:

Class Participation: This is an online asynchronous class, and therefore participation in the traditional sense is not possible. Instead, participation in the various recorded lecture quizzes, surveys and follow-along material will be our participation engagement.

Homework Assignments: Each week, you will have one or more current event assignments that will require you to submit online a summary of a business you have found which is representative of the research topics identified on the syllabus. The write up should explain what about this particular company embodies the assigned topic(s). Business examples can be from your own experience firsthand, or from current news events.

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	1/21	Introduction to Course, Operations and Productivity Operations Strategy in a Global Environment	Ch 1 Ch 2	Get your textbook Achieving competitive advantage through operations	2, 3, 4
2	1/28	Project Management Forecasting	Ch 3 Ch 4	Project planning and scheduling Strategic importance of forecasting related to product development	1, 3, 4
3	2/4	Design of Goods and Services Managing Quality	Ch 5 Ch 6	Total Quality Management and the Cost of Quality	2, 3, 4
4	2/11	Process Strategy Location Strategies Layout Strategies Group A Presentation Due Mid-Term Exam	Ch 7 Ch 8 Ch 9	Process Analysis and Design Decisions in Location and Layout strategies affecting business operations	1, 2
5	2/18	Human Resources - Job Design, and Work Measurement Supply Chain Management Group B Presentation Due	Ch10 Ch11	Operations and Job Design Sourcing Strategies and Inventory modules	2, 3, 4

6	2/25	Inventory Management Group C Presentation Due	Ch12	Inventory model requirements	1, 2, 3, 4
7	3/3	Aggregate Planning and S&OP Material Requirements Planning Group D Presentation Due	Ch13 Ch14	Email your Business selection for your final report	2, 3, 4
8	3/10	Short Term Scheduling JIT, TPS and Lean Operations Group E Presentation Due	Ch15 Ch16	Finish your Business Operations Report	1, 2 3
***	3/15	Final Exam Business Report Due			

Class Final Exam: 3/15
Final Report Due: 3/15

Presentation Schedule:

BUS 320 Business Operations				
Presentation	Date	Team	Presentation Subject	Description
1	2/4	A	Quality Management in Manufacturing versus Service Industries	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	2/18	B	How do automotive Companies use Location Strategy?	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	2/25	C	Supply-Chain Management in China and the USA	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	3/3	D	Aggregate Planning in the Airline Industry	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	3/10	E	Material Requirements Planning in the Global Environment	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: