

## CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

**Course:** BUS 530 – 1 (2456) 20 Jan – 17 May 2024  
**Title:** Managing Business Operations (Seminar)  
**Units:** 3  
**Location:** Del Norte 1535 Thursday 6:30 – 9:30pm (and online TBD)

Here are the class Zoom details for reference:

<https://csuci.zoom.us/j/87360482513>

Meeting ID: 873 6048 2513

**Required Texts:** **Principles of Management v5.0**  
By: Talya Bauer, Berrin Erdogan, and Jeremy Short  
Published: 2021  
ISBN (Digital): 978-1-4533-3771-4  
Student Link: <https://students.flatworldknowledge.com/course/2602928>

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

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

**Office Hours:** Thursday 5:30-6:30 pm, Zoom Online (417 701 2744) or MVS Hall 1165

**Course Overview:** Managing the business operations for a firm involves the design, operation and improvement of systems that create and deliver product and services to customers. Topics include change management, product design, process selection, quality management, supply chain design, strategy and control.

**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

<b>Grading:</b>	Class Participation, Homework	25 Points
	Group Presentation	15 Points
	Business Operations Analysis Paper	25 Points
	Mid-Term Examination	15 Points
	<u>Final Examination</u>	<u>20 Points</u>
	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 2-3 members (depending on class size). Students can choose from the provided subjects and their group members.

Each presentation relates to a specific class meeting and/or subject. The group'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: 16 May**

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 16 May 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 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:**                    *Introduction to Management*

**25 Jan**

Chapter 1: Introduction to Principles of Management

**1 Feb**

Chapter 2: History, Trends, Globalization, and Ethics

*Management Planning*

**8 Feb**

Chapter 3: Personality, Attitudes, and Work Behaviors

**15 Feb**

Chapter 4: Developing Mission, Vision, and Values

**22 Feb**

Chapter 5: Strategic Management

**29 Feb**

Chapter 6: Goals and Objectives

*Organization and Communication*

**7 March**

Chapter 7: Organizational Structure and Change

**14 March – MIDTERM EXAM**

Chapter 8: Organizational Culture

**21 March – Spring Break (no Class)**

*Leading Individuals and Teams*

**28 March**

Chapter 9: Leading People and Organizations

**4 April**

Chapter 10: Decision Making

**11 April**

Chapter 11: Communication in Organizations

**18 April**

Chapter 12: Managing Groups and Teams - **Group Presentations**

**23 April**

Chapter 13: Motivating Employees - **Group Presentations**

*Managerial Control*

**2 May**

Chapter 14: The Essentials of Control - **Group Presentation**

**9 May**

Chapter 15: Strategic Human Resource Management

**16 May – Final Exam – Business Analysis Report Due by 6pm**