OPSY 4314
OPERATIONS MANAGEMENT
Fall, 2011

Section 002 – 8:00am – 9:15am – TR – OCNR 118

INSTRUCTOR: Robert J. Vokurka    OFFICE HOURS: 9:00am – 11:00am – MW
OFFICE: 345 OCNR      9:30am – 11:00am - TR
OFFICE PHONE: 825-2458 (others by appointment)
e-mail: robert.vokurka@tamucc.edu    Website: faculty.tamucc.edu/rvokurka

COURSE DESCRIPTION:
The design, operation, and control of the transformation process in both service and production operations. Includes analysis and application of various decisions regarding site selection, process and facilities design, capacity planning, scheduling techniques, materials management, and cost and quality control.

COURSE PREREQUISITES:
Prerequisite: ORMS 3310 and junior standing or above.

REQUIRED TEXT:

MAJOR FIELD TEST
The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT 4388, Administrative Policy and Strategy course. To prepare for this test, business majors are advised to retain their class notes, textbooks and other relevant materials from this class and the other business core courses and to fine-tune their readiness for the MFT by completing the online MFT review available through the COB website at www.cob.tamucc.edu.

LEARNING OBJECTIVES:
1. Further develop your understanding of the operations management function in both manufacturing and service organizations
2. Demonstrate the interrelationships between operations and the other functional areas of a business (accounting, marketing, finance, engineering, etc).
3. Increase your awareness of strategic and operational problems encountered by operations managers.
4. Introduce some of the methods currently in use in industry and discuss their strengths and weaknesses.
5. Develop your abilities to analyze and solve problems frequently faced in managerial settings using modern problem solving techniques.
6. Enhance your understanding of important contemporary topics relevant to business managers of all functional disciplines.
7. Seeks to assist students in their preparation for the Major Field Test.
EXPECTATIONS OF STUDENTS

1. Students are expected to have read the material before it is covered in class.
2. Students are responsible for all material presented in lecture and assigned readings.
3. Students are responsible for staying informed of assignments, meeting locations, and any changes to the syllabus announced during class time.
4. Students are responsible for doing everything necessary to learn operations management.
5. Students are responsible for knowing and abiding by the rules and policies outlined in this syllabus.

RELATIONSHIP TO OTHER COURSE WORK:
The operations function, within an organization, interfaces with other functional departments such as accounting, finance, personnel, public relations, purchasing, and etc. To that end this course draws on the student’s knowledge from courses in accounting, finance, human resources, etc., to build an integrative framework on how to formulate a strategy that utilizes the core competencies of the organization in order to compete in today’s global village. Supply chain management interfaces with external stores and suppliers to provide value to end-user customers.

INSTRUCTIONAL METHODOLOGY
Scheduled class time will be used for lectures and student activities. Many of the suggested problems will be reviewed during the lectures.

ORAL AND WRITTEN COMMUNICATION CONTENT:
There are no formal oral communication requirements. Written communication requirements may be included on the four exams in the form of discussion questions.

TECHNOLOGY APPLICATIONS:
The student is expected to have a good working knowledge of popular microcomputer software such as a word processing and spreadsheets. During the course of the semester, the student must draw upon these computer skills. Specifically, students are to use current technological aids to improve the quality of their presentations and problem-solving. Students are encouraged to communicate with the instructor using electronic media.

ETHICAL PERSPECTIVES:
Discussions relating to ethical issues of purchasing practices of firms, and environmental management practices will take place.

GLOBAL PERSPECTIVES:
Today, the global business system is changing the way everyone communicates, lives, and works. Customers, retailers, and manufacturers are linked globally via computers and communication networks with the stroke of a key, the click of a mouse button, or a touch on a screen. Design innovations and product information now move in seconds. Accordingly, this course addresses the global impacts on operations and operations managers.

DEMOPGRAPHIC DIVERSITY PERSPECTIVES:
Presentations and discussions will show how operations management practices are widespread across race and gender, remote and populated areas, and among educated and street-smart practitioners.

POLITICAL, SOCIAL, LEGAL, REGULATORY, AND ENVIRONMENTAL PERSPECTIVES:
Some examples from European countries and Japan will be given to compare and contrast production operations management philosophies and approaches. Behavioral and ethical aspects, product safety and reliability, business environment and services industries, and manufacturing industries will be emphasized.
EXAMS:
Student performance will be evaluated on three examinations. The exam formats will generally be multiple choice, short answer, and problems. Lectures, readings, class activities, and homework problems will be the basis of these exams. Many of the questions will be similar to questions for review and discussion. Scantron forms will be needed for all examinations. Formula sheets and statistical tables will be provided as needed.

MAKEUP EXAMS:
Exams are not to be missed for the convenience of the student. You are expected to schedule other activities around the class exam dates. If a major exam is missed due to an excused absence, a make-up exam will be administered at a time and place agreed upon by the student and instructor. In general, make-up exams will be administered within one week of the date of the original exam. Any exam or class activity missed without an approved excuse will be assigned a grade of ZERO.

“BONUS POINTS”
Each student has the option of identifying one current article (published after July 1, 2011) from a business magazine (not specialized journal) or newspaper that relates to the course material. Credit will be given for up to 10 points for a submission (one per student). The article plus a one-page (only) double-spaced summary of the problem, alternatives, decision made, and how the article relates to this course must be submitted. Last date to submit an article and summary is November 15th.

GRADING:
Your grade in this course will be based on your performance on three individual exams (lowest exam grade will be dropped). There will be a total of four exams including a comprehensive fourth exam.

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<thead>
<tr>
<th>Exams (3 at 100 points each)</th>
<th>300 points</th>
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<tbody>
<tr>
<td>The tentative grading scale is as follows:</td>
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<tr>
<td>Grade</td>
<td>Points</td>
</tr>
<tr>
<td>A</td>
<td>270-300</td>
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<tr>
<td>B</td>
<td>240-269</td>
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<td>C</td>
<td>210-239</td>
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<td>D</td>
<td>180-209</td>
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GRADE APPEALS
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

ATTENDANCE POLICY
Students are held responsible for class attendance and are advised that excessive absences may adversely affect their grades. Attendance of all classes is expected. Should you miss a class, you are responsible for all material covered, including announcements and handouts.
ACADEMIC HONESTY:
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism (the presentation of the work of another as one’s own work). The University policy of scholastic dishonesty will be strictly followed with no exceptions. Understand that the University definition of scholastic dishonesty will be strictly adhered to and any student caught providing or receiving assistance on an exam will immediately be given a grade of “F” for the course.

This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

AMERICAN WITH DISABILITIES ACT COMPLIANCE
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Services Office at (361) 825-5816 or visit the office in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

INSTRUCTOR STATEMENT:
It is my intention to devote the time, effort, and resources to properly instruct each student, and the class as a whole, in the course subject matter and business in general.

My objectives are to:

1. properly plan for all classes.
2. add value to your learning experience.
3. allow opportunities for course and instructor improvement feedback.
4. be accessible for individual student needs.
5. fairly administer exams and evaluate performance.
6. better prepare you for future educational and vocational opportunities.

I encourage you to attend class and participate in all aspects of the learning process.

Best wishes for your success in the class.

CLASS SCHEDULE:
The following class schedule has been prepared to serve as a guide for the semester. Minor adjustments may be made to this schedule as necessary. Examinations will cover all material indicated on the assignments below (regardless of whether or not it was discussed in class) in addition to any material covered in class lectures.
# CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Topic</th>
<th>Suggested Study Problems</th>
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<tbody>
<tr>
<td>R Aug 25</td>
<td></td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>T Aug 30</td>
<td>1</td>
<td>Introduction to Operations Management</td>
<td></td>
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<tr>
<td>R Sep 1</td>
<td>2</td>
<td>Operations Strategy and Competitiveness</td>
<td></td>
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<tr>
<td>T Sep 6</td>
<td>3</td>
<td>Product Design and Process Selection</td>
<td>1,7</td>
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<tr>
<td>R Sep 8</td>
<td>5</td>
<td>Total Quality Management</td>
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<tr>
<td>T Sep 13</td>
<td>5</td>
<td>Total Quality Management</td>
<td></td>
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<tr>
<td>R Sep 15</td>
<td>6</td>
<td>Statistical Quality Control</td>
<td>3, 4, 7, 9</td>
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<tr>
<td>T Sep 20</td>
<td>6</td>
<td>Statistical Quality Control</td>
<td>11</td>
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<tr>
<td>R Sep 22</td>
<td></td>
<td>Review</td>
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### T Sep 27

**Examination I**

| R Sep 29 | 4       | Supply Chain Management                                    |                          |
| T Oct 4  | 7       | Just-in-time and Lean Systems                              |                          |
| R Oct 6  | 8       | Forecasting                                                | 1, 3, 5, 21              |
| T Oct 11 | 8       | Forecasting                                                |                          |
| R Oct 13 | 9       | Capacity Planning and Facility Location                    | 3, 13, 15, 16            |
| T Oct 18 | 16      | Project Management                                         | 1, 2, 3                  |
| R Oct 20 | 16      | Project Management                                         |                          |
| T Oct 25 |         | Review                                                     |                          |

### R Oct 27

**Examination II**

| T Nov 1  | 12      | Independent Demand Inventory Management                    | 3, 9, 11                 |
| R Nov 3  | 12      | Independent Demand Inventory Management                    | 13                       |
| T Nov 8  | 12      | Independent Demand Inventory Management                    |                          |
| R Nov 10 | 13      | Aggregate Planning                                        | 1, 3                     |

***“Bonus” Points Assignment Due ***

| T Nov 15 | 13      | Aggregate Planning                                        |                          |
| R Nov 17 | 14      | Resource Planning                                         | 1, 2, 3, 4, 5            |
| T Nov 22 | 15      | Scheduling                                                | 5, 6, 8                  |
| R Nov 24 |         | --- Thanksgiving Holiday ---                              |                          |
| T Nov 29 |         | Review                                                    |                          |

### R Dec 1

**Examination III**

| T Dec 6  |         | Review                                                    |                          |

### R Dec 8

**8:00am Section 002 – Final Examination**