OPSY 5315  Operations Management  
Section 001: OCNR-145; W 7:00-9:30 PM; Spring 2013

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W 9:50-11AM, 11:50 AM-12:35 PM, 6-7 PM;  F 9:50-11AM
Website:  http://faculty.tamucc.edu/mrao

Required Materials:

   Operations Management Workbook TAMUCC Bookstore.
   The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt, Jeff Cox and David Whitford (Jun 2012)

Prerequisites:

   ORMS 5310 or equivalent

Course Description:

   Study of operations of manufacturing and service organizations.  Introduction to operational design and control issues such as forecasting, capacity planning, facility location and layout, quality, JIT/lean philosophies and materials requirement planning.  Emphasis on developing operational strategy linking functional areas.  Includes international, environmental, legal, and ethical aspects of operations.

Relationship to Other Course work:

   Operations function, within an organization, interfaces with other functional departments such as accounting, finance, personnel, public relations, purchasing, etc.  To that end this course draws on the students’ 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 marketplace.
Learning Objectives:
By the end of this course, the students will be able to:
1. Identify or define the set of decisions that operations managers make; the trends and challenges facing them; and the customer supplier relationships between them
2. Describe or explain operations in a global environment, and develop strategies for competitive advantage
3. Describe or explain processes, process choices and layout strategies, and their impact on efficiency, effectiveness and customer service
4. Describe total quality management, lean six sigma methods and tools for continuous improvement
5. Describe or explain the development of operational policies such as inventory management and scheduling techniques
6. Identify or define the resource planning process and the relationship amongst functional areas of the firm.

Instructional Methodology:
The class will be interactive. A variety of learning methodologies will be used, such as: class presentations, individual and group problem solving, class discussions, discussion forums, team activities, and videos.

Performance Evaluation and Grading:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Readings/Presentations</td>
<td>5%</td>
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<tr>
<td>Class Participation</td>
<td>10%</td>
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<tr>
<td>Quizzes</td>
<td>10%</td>
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<tr>
<td>Homework</td>
<td>15%</td>
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<tr>
<td>Exam #1</td>
<td>20%</td>
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<td>Exam #2</td>
<td>20%</td>
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<tr>
<td>Exam #3</td>
<td>20%</td>
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<tr>
<td>Optional Final Exam</td>
<td>20%</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Comprehensive Make-up. Lowest grade drops.

All course material is considered for exam questions—all assigned readings whether discussed in class or not and all material presented in lectures whether covered in assigned readings or not. No make-up exam will be given other than the final comprehensive exam. A research project, if started early in the semester with prior approval from your instructor, may replace a regular exam grade or earn bonus points towards your overall grade. A letter grade will be determined based on the total points earned, as follows:

Late Policy:
Requirements must be submitted before 11:30 PM on the due date! Keep track of the due dates for assignments and quizzes. You may do the quizzes and assignments before the due date. No excuse for late work will be considered. If not done by the due date, they will automatically receive a grade of zero.
Dropping a Class:
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. Observe the last day to drop a class with an automatic grade of “W” this term.

Oral and Written Communication Content:
Class discussions, presentations, discussion forums, quizzes, written reports on special topics, as well as major examinations will provide an opportunity for evaluating each student’s performance in oral and written communication.

Technology Applications:
The student is expected to have a good working knowledge of popular microcomputer software such as 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. Also, they are required to explore the databases available via Internet for resources relevant to their projects. Students are encouraged to communicate with the instructor using the Internet.

Ethical Perspectives:
Ethical issues and practices of firms, their social responsibility and environmental stewardship will be discussed.

Global Perspectives:
Today, the customers, retailers, and manufacturers are linked globally via computers and communication networks. Design innovations and product information now move in seconds. Accordingly, this course addresses the global impacts on operations and operations managers.

Demographic Diversity Perspectives:
Presentations and discussions will show how operations management practices are widespread across race and gender, remote and populated areas, and among educated practitioners.

Political, Social, Legal, Regulatory, and Environmental Perspectives:
Examples from other countries will be discussed to compare operations management philosophies and approaches. Behavioral and ethical aspects, product safety and reliability, and their impact on consumers and communities will be discussed.

Attendance Policy:
Students are held responsible for class attendance and are advised that excessive absences may adversely affect their grades. Students absent from classes are responsible for assignments due/materials discussed/announcements made. Students who are required to take business trips or not attending due to extremely important events need to consult with
the instructor ahead of time. No make-up exam is given for any reason; however students who miss an exam may choose to take the comprehensive final exam.

Classroom/Professional Behavior:
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Academic Honesty:
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.

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.

Disabilities Accommodations:
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 call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

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.
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<tr>
<th>Wk</th>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Wed</td>
<td>23-Jan</td>
<td>Introduction &amp; Ch 1 Operations and Productivity</td>
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<tr>
<td>2</td>
<td>Wed</td>
<td>30-Jan</td>
<td>Ch 2 Operations in a Global Environment</td>
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<td>Ch 3 Project Management</td>
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<tr>
<td>3</td>
<td>Wed</td>
<td>6-Feb</td>
<td>Ch 3 Project Management and Review for Exam 1</td>
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<tr>
<td>4</td>
<td>Wed</td>
<td>13-Feb</td>
<td>Exam 1</td>
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<td>5</td>
<td>Wed</td>
<td>20-Feb</td>
<td>Ch 4 Forecasting</td>
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<tr>
<td>6</td>
<td>Wed</td>
<td>27-Feb</td>
<td>Ch 6 Managing Quality &amp; Ch 7 Process Strategy</td>
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<td>7</td>
<td>Wed</td>
<td>6-Mar</td>
<td>Ch 9 Layout Strategies and Review for Exam 2</td>
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<td>8</td>
<td>Wed</td>
<td>13-Mar</td>
<td>Spring Break -- March 11-15</td>
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<td>9</td>
<td>Wed</td>
<td>20-Mar</td>
<td>Exam 2</td>
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<td>10</td>
<td>Wed</td>
<td>27-Mar</td>
<td>Ch 12 Inventory Management</td>
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<td>11</td>
<td>Wed</td>
<td>3-Apr</td>
<td>Ch 12 Inventory Mgt &amp; Ch 15 Scheduling</td>
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<td>12</td>
<td>Wed</td>
<td>10-Apr</td>
<td>Ch 15 Short-Term Scheduling</td>
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<td>Last day to drop with grade of W -- April 12</td>
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<tr>
<td>13</td>
<td>Wed</td>
<td>17-Apr</td>
<td>Mod B Linear Programming and Review for Exam 3</td>
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<td>14</td>
<td>Wed</td>
<td>24-Apr</td>
<td>Exam 3</td>
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<td>15</td>
<td>Wed</td>
<td>1-May</td>
<td>Mod A Decision-Making Tools and Review for Final</td>
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<td>16</td>
<td>Wed</td>
<td>8-May</td>
<td>Reading Day</td>
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<tr>
<td>17</td>
<td>Wed</td>
<td>15-May</td>
<td>Comprehensive Make-up Exam (7:15 - 9:45 PM)</td>
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<td>Sat</td>
<td>18-May</td>
<td>Commencement</td>
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