



School of Business and Economics  
Department of Management  
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**FSU Policy on Electronic Mail:** Fayetteville State University provides to each student, free of charge, an electronic mail account ([username@uncfsu.edu](mailto:username@uncfsu.edu)) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail. Rules and regulations governing the use of FSU email may be found at <http://www.uncfsu.edu/policy/general/FSUE-mailFINAL.pdf>

## I. COURSE DESCRIPTION

Operations management refers to the management of resources and processes to produce and distribute goods and services. Operations management serves a crucial role in the functioning of all manufacturing and service organizations. This course is designed to address the key operations and logistical issues in service and manufacturing organizations that have strategic as well as tactical implications. Primary focus will be on the role of the operations manager, project management, capacity planning, layout decisions, total quality management, inventory management, and supply chain management. *Prerequisite: BADM 216 And MGMT 311*

**Note:** This is an Online Class. Enrollment in this class assumes you **already** have working knowledge of the Blackboard Interface. If you are not familiar with the Blackboard, you are required to obtain that training at the FSU distance learning center (<http://d2.parature.com/ics/support/default.asp?deptID=8298> → Blackboard 8 Learning System → Students).

Please also visit <http://wpblog.uncfsu.edu/bb/> for more information. You may contact Office of Online Education (<http://www.uncfsu.edu/onlineeducation/>) to schedule orientation for the Blackboard System.

## II. TEXTBOOK

- **Required textbook:** *Stevenson, W.J. (2009). Operations Management, 10th edition, McGraw-Hill/Irwin.* ISBN#: 978-0-07-337784-1
- **Online Learning Center:** <http://www.mhhe.com/stevenson10e>. This free text support web site offers additional support for students with Chapter summaries, solved problems, additional self quizzes, a glossary of terms, PowerPoint lecture review files, Web links, data files, and more.

## III. DISABLED STUDENT SERVICES

In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203

## IV. SPECIFIC COURSE OBJECTIVES

Upon completion of this class, the student will be able to:

- Gain an understanding of how operations function fit into the organization and what operations managers do
- Realize that operations management involves many business functions
- Learn about and practice with tools that operations managers use to make better business decisions
- Develop communication skills: written communication, oral communication, quantitative analysis, computer usage, and critical thinking
- Develop leadership skills
- Gain global awareness competency: Internet analysis of global operations, outsourcing, supply chains, partnerships, and cross-disciplinary
- Practice with real time problem analysis through analyses of current business problems

## V. COURSE COMPETENCIES

- **The pre-requisite skills and concepts required for the course**

This course is conducted mainly through problems and cases. Therefore, it is important that students are equipped the following pre-requisite skills

  - Calculus: basic algebra concepts, solving for x, solving system of 2 equations (2 variables), and graphing a line
  - Statistics: descriptive statistics (mean, median, percentile, standard deviation), expected value of random variables, uniform distribution, normal distribution, z-score, confidence interval estimation, exponential/poison distribution, and linear regression
  - Excel: spreadsheet, absolute referencing, basic excel built in functions, and graph
  - Principles of management: Porter's model, SWOT, leadership, group dynamics, organization structure, ethics, Deming, organization charts, employee motivation, and job design
  - Marketing: 4 Ps, global strategies, and product and customer issues
- **Competencies acquired from the course**
  - Understand the role of operations management in the overall business strategy of the firm
  - Understand the strategic decisions in operations
  - Diagram the network of interrelated activities in a project, and identify the sequence of critical activities that determine the duration of a project.
  - Understand the current though on quality management
  - Utilize statistical methods to monitor and measure the capability of the process to produce goods or services to specification
  - Determine the system s capacity, and how to organize the layout of individual facilities.
  - Understand the role of supply-chain management
  - Distinguish between the different types of inventory and know how to manage their quantities
  - Describe how aggregate plans relate to a firm's long-and short-term plans

## VI. EVALUATION CRITERIA

### A. Grade Distribution

Class Discussion	10%
Homework	20%
Quizzes	10%
Term Paper	10%
Midterm Exam	25%
Final exam	25%
<b>Total</b>	<b>100%</b>

### B. Grading Scale:

- A = Exceptionally high (90 – 100)
- B = Good (80 – less than 90)
- C = Satisfactory (70 – less than 80)
- D = Marginally passing (60 – less than 70)
- F = Failing (less than 60)

#### Note:

- There will be no *makeup exams* unless under extenuating circumstances. The final letter grade will be determined only by the Weighted Total.
- INTERIM GRADE X = NO SHOW – Assigned to students who are on a class roster, but never attend class. For warning purposes only; NOT a final grade.
- INTERIM GRADE EA = EXCESSIVE ABSENCES - Assigned to students whose class absences exceed 10% of the total contact hours. For warning purposes only, NOT a final grade.
- FN = FAILURE DUE TO NON-ATTENDANCE – Assigned to students who are on class roster, but never attend the class. An FN grades is equivalent to an F grade in the calculation of the GPA.
- NOTE TO STUDENTS ABOUT CLASS WITHDRAWALS:
  - Withdraw from class means you are withdrawing from 1 or 2 classes that you will not be attending and you have other classes on your schedule that you will attend. Effective Fall 2009, students will be allowed only 5 withdrawals from class for the remainder of your college career. The 6th W will be calculated as "F".
  - Students receive no refund for withdrawing from individual classes and they slow their progress toward degree completion.
  - Students who withdraw from or fail more than one-third of their classes will no longer be eligible for financial aid.
  - STUDENTS MUST STRIVE TO EARN CREDIT FOR ALL THE CLASSES IN WHICH THEY ENROLL. STUDENTS SHOULD WITHDRAW FROM CLASSES ONLY WHEN IT IS ABSOLUTELY NECESSARY.

## VII. TENTATIVE COURSE OUTLINE WITH ASSIGNMENT SCHEDULE

*Note: This is a tentative schedule and is subject to change*

Content Unit	Topic	Assignment due
Introduction	<ul style="list-style-type: none"> <li>• <b>Introduction to Course Requirements</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Introduce yourself:</b> You <b>MUST</b> go to Forum “<i>Introduce yourself</i>” in the Discussion Board in Blackboard System and introduce yourself.</li> <li>• <b>Read entire syllabus:</b> You are <u>required</u> to read the entire syllabus thoroughly and understand the description of all assignments and expectations.</li> </ul> <p>You <b>MUST</b> go to Forum “<i>Syllabus Read</i>” agreement in Discussion Board and post the following statement ASAP:</p> <p><i>“I have read and understood the syllabus, and accepted all the requirements for this course”</i></p> <p><b><u>Not sending the statement and not introducing yourself</u></b></p>

		<b><u>by January 14<sup>th</sup> 2011 means a “NO SHOW UP” in the course.</u></b>
Unit 1	<b>Chapter 1: Introduction to Operations Management</b>	- Discussion
Unit 2	<b>Chapter 2: Competitiveness, Strategy, and Productivity</b>	- Quiz Chapter 2 - Homework 1
Unit 3	<b>Chapter 17: Project Management</b>	- Quiz Chapter 17 - Homework 2 - Discussion
Unit 4	<b>Chapter 5: Strategic Capacity Planning for Products and Services</b>	- Quiz Chapter 5 - Homework 3 - Discussion
Feb 26- Mar 4	<b>Midterm Exam</b>	
Unit 5	<b>Chapter 6: Process Selection and Facility Layout</b>	- Quiz Chapter 6 - Homework 4 - Discussion
Unit 6	<b>Chapter 9: Management of Quality</b>	- Quiz Chapter 9 - Discussion
Unit 7	<b>Chapter 10: Quality Control</b>	- Quiz Chapter 10 - Homework 5
Unit 8	<b>Chapter 11: Supply Chain Management</b>	- Quiz Chapter 11 - Discussion
Unit 9	<b>Chapter 12: Inventory Management</b>	- Pop Quiz Chapter 12 - Discussion - Homework 6
Week 16 (Apr 25-30)	Final Exam for graduating students	Final report is due
<b>Week 17 (Apr 30- May 6)</b>	<b>Final Exam for non-graduating students (in accordance with FSU final exam schedule)</b>	

## VIII. COURSE REQUIREMENTS

**NOTE: IT IS VERY IMPORTANT TO READ AND UNDERSTAND THE FOLLOWING REQUIREMENTS FOR THIS COURSE.**

### 1. Class Discussion

In a designated week, a question for the chapter will be posted on Discussion Board. Two students will post the response to the question, and others are expected to reply and actively discuss the topics. In order to receive credits, students' discussion must ADD value to the discussion board by:

- criticizing the posted responses using information from the textbook and other sources, and coherent arguments, or
- adding more valuable points/characteristics to the posted material in order to make it complete, or
- providing and explaining practical examples to strengthen the posted material

Please note that students' discussion must ADD values to the Discussion Board. Any post without values (for example, "I agree to this statement", "This is a great statement") is UNACCEPTABLE. In addition, all posted discussions MUST be different; i.e. a student MUST read all other posts before posting his/her own discussion and make sure it is **different** from others. If a posted discussion duplicates any previously posted material, the student will NOT receive credits for participation.

Students MUST go an appropriate forum and post the discussion. The due date will be announced ahead of time. **Plagiarized content is unacceptable and will result in a zero point for your participation.**

### 2. Text Readings

Assigned readings should be completed prior to the class discussion of the material. It usually takes 2 to 3 hours to read one chapter. It is recommended that students take notes carefully when they are reading the chapters.

### 3. Technology Requirements

This course assumes you already have a demonstrated competence in each of the software items listed below. The instructor will **not** provide instructions of technical support for any of the assumed software competencies.

Your participation in the course assumes you are competent in the use of the following.

- **Blackboard Interface.** You should be familiar with ALL aspect of blackboard, including the use of mailing lists, Digital Dropboxes, and how to use communication tools to send and receive assignments to the professor and to other class members as needed.
- **The Internet.** You must be capable of using the Internet, especially for purposes of getting course-related information from the web page of the textbook hosted by the publisher. The professor may also send you email updates requiring that you visit selected web sites as part of the participation portion of the course. **Special Note:** High-speed Internet connections are expected when sharing/using data via the Blackboard course site.
- **Email Services.** You must be proficient in sending and receiving email, including the use of attachments.
- **Microsoft Office 2003 or 2007.** You are expected to be competent in the use of Microsoft Office 2003 or 2007 and to have access to all its programs, either on your hard drive or on a network server.

### 4. Communication with the Instructor and with Each Other

The best way to communicate with me is by email or through Blackboard. Use email to ask questions about the course and the assignments. You can also call me at the office but I have found that written communication via email works best in this environment. The important thing is that we do

communicate and if you have any questions or problems, please let me know as soon as possible so that we can find a solution.

**Note: Email ID Requirements:** Due to increasingly serious virus threats, I do not open most emails. When you send me an email, your subject line **MUST** contain the following information: **Course Number, Section Number, Your Name, and Reason for message.**

Example: "MGMT 335-D1, Bob Jones, Question on Chapter 1 Reading".

If your subject line does not follow the correct format, your email will be deleted UNREAD. In addition to email, Blackboard has a number of features for communicating with the other students in this class. You should become familiar with the chat room and discussion board features of Blackboard. Discussion board can be used not only for class discussions but also for sharing information and experiences.

- 5. Online office hours:** Two office hours will be held every week for this course (in accordance with FSU policy). These are online office hours and will be handled in Blackboard. I will be available only during the time mentioned in the first page. If you need to see me at other times, you need to email me or make an appointment to meet me in the office. The office hours are subject to change; all changes will be announced ahead of time.

To access the online office hours, go to Blackboard, go to Communication, select Collaboration and click join Office Hours chat room. Since we may have many students joining the chat room at the same time, to save time you need to log in earlier and post your questions. I will only provide one answer for similar questions asked by several students.

- 6. Pop quizzes:** A pop quiz will be given for each chapter. Students are expected to take the quiz during the designated time frame. The quiz will disappear afterward. No make-up quiz is allowed. If students go over time more than 5 minutes, they will receive only half credit for that quiz. Students are allowed to take each quiz only one time.
- 7. Homework:** Homework assignments **MUST** be done individually. Assignments consist of case analysis and problem solving. Your answers **MUST** be typed and formatted properly using Microsoft Word. Each assignment must be submitted using the provided link before the due date. Late assignments will be accepted with 10% of the full score deducted for each day late (fraction of day is considered a day). Due to the nature of this course, I **CANNOT** post all the assignments at the beginning of the course.

For any grade that I post, you have **THREE DAYS** to review and send me your concerns (if any). After that no change of grades will be possible. Therefore, you cannot wait till the last day of semester and ask me questions about your grade in first homework. I normally post suggested solutions for assignments. You can compare your answers with the posted solutions before sending notes to me.

- 8. Term Paper:** Term paper is to help students understand the importance of operations management in real life businesses. This is an individual work. Students need to search on the Internet, newspaper, magazine, library, and other sources to complete the paper.

The paper will be evaluated based upon 4 major criteria: 1) Relevance: the report must response directly to the project topic and must be related to textbook content; 2) Adequacy: the report must provide sufficient content and evidences to response to specific topic requirements; 3) Quality: the report must provide quality analysis and discussions; 4) Originality: the report content must be original; a proper citation following APA style must be provided if others' works are used in the report; 5) Good writing: the report must provide a coherent writing with minimal grammatical errors and typos.

**Plagiarized content is unacceptable and will result in a zero point for the group project.**

Please see more details about plagiarism in the last section. *In this class **TURNITIN software** will be used to verify the originality of your works.*

- 9. Exams:** Exams consist of multiple choice questions and problem solvings. Final exam is a comprehensive exam. Students must take each examination on the date and time scheduled. No

make up exams will be given unless under extenuating circumstances. Prior instructor approval is required.

- 10. How will your final grade be determined?** All of your true scores on each evaluation category will be entered on Blackboard/Grade book; and Blackboard will automatically calculate your **Weighted Total**. At the end of the semester, your letter grade will be determined only by the **Weighted Total** in accordance with the grading scale designated in section VII. **Other factors** (current GPA, history of study, personal relationship, family and health situation, and technical difficulty) will NOT be considered. Students MUST contact the instructor immediately for any help or notify him for any potential difficulties BEFORE the final exam. Once the grade is posted, it is final.
- 11. Incomplete Policy:** According to FSU's catalog, an "I" is assigned when a student has maintained a passing average but for reasons beyond his/her control, is unable to complete some specific course requirement(s). Written documentation of the reason is required. An "I" grade will not be issued because a student is failing, or when it would require a student to complete a major portion of the requirements for the course after the semester has ended.
- 12. Academic Dishonesty:** Plagiarism and cheating are serious offenses and may be punished by failure on exam; failure in course; and/or expulsion from the University. For more information refer to the University Catalog.

*Plagiarism occurs when*

- *students submit work that directly quotes or paraphrases the work of another, without specific citation of the passages crediting the creator of the work*
- *students combine the works of another with their own original effort, including comments on those passages, without specific citation of the passages crediting the creator of the work*
- *students include a list of references at the end of an assignment but do not indicate which words or passages specifically (by use of quotation marks) are from those sources and which words or passages are original work*

## IX. TEACHING STRATEGIES

This is a Web-based course using Blackboard (<http://blackboard.uncfsu.edu/>). All class announcements and class materials such as syllabus, handouts, presentations, instructions, practice questions, and will be available on Blackboard. Please check Blackboard everyday to update your information. Weekly class discussions will be done through the discussion board. In addition, tests and quizzes will also be given online. Students are required to submit your assignment as instructed. Finally, the grade book posts all student grades associated with tests and assignments. You should use the Blackboard grade book to know how you do with this course.

The emphasis in this course is on the key operations and logistical issues in service and manufacturing organizations. We therefore, focus on textbook problems as well as real world problems. While we make extensive use of computer to solve problems, we zero-in on how to interpret the printout and how to use that output in managerial decision-making rather than the way software solves the problem. The format of the class will include lectures, videos, Web-based games, group discussions, group projects, and team/individual presentations.

## X. BIBLIOGRAPHY

1. Krajewski, L.J. and Ritzman, L.P. *Operations Management: Strategy and Analysis*, 9<sup>th</sup> edition, Prentice Hall, NJ, 2009.
2. Reid, R., Sander, N. *Operations Management*, 4<sup>th</sup> edition, John Wiley & Sons, 2010.
3. Jacobs, F and Chase, R.B. *Operations and Supply Chain Management*, 13<sup>th</sup> edition, McGraw-Hill/Irwin, NY, 2011.
4. Heizer, J., and Render, B. *Operations Management*, 9<sup>th</sup> edition, Prentice Hall, NJ, 2007.
5. Russel, R. and Taylor, B. *Operations Management: Quality and Competitiveness in a Global Environment*, 5<sup>th</sup> edition, Prentice Hall, NJ, 2005.