

Operations Management, Spring 2009

Materials and Pedagogy



- Principles of Operations Management, Raturi and Evans, Thomson Southwestern, 2005.
- Cases and handouts (posted on Blackboard)

The course schedule is outlined. *You must prepare for each class by reading the chapter and/or the case assigned on the schedule.* I will give handouts in class to support the material. Typically, each week will focus on a topic and consist of

- ✓ a **case discussion**
- ✓ a **lecture** on the topic shown in the schedule and
- ✓ a **class exercise.**



Staying Connected

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Operations Management – Course Objectives

1. To understand the role of operations in different types of organizations and how operations can be a source of competitive advantage for any organization.
2. To recognize the tradeoffs and alternatives that operations managers' face and the impact their choices have on the organization's capabilities and success.
3. To understand and recognize the contribution of emergent concepts in product and service development, process design, and capacity and facilities strategy.
4. To understand specific concepts related to
 - Enterprise resource planning
 - Capacity planning and bottleneck analysis
 - Project management
 - Supply chain management
 - Quality management.

Evaluation

This course is structured around concepts of mastery learning. You will demonstrate your learning through class participation, assignments, and two exams. Your overall assessment will be based on:

- 60% 2 exams (30% for MQ, 30% for non-comprehensive final)
- 15% 2 individual assignments each due before the quiz
- 20% 2 group case reports
- 5% Class participation

Case Reports (20%)

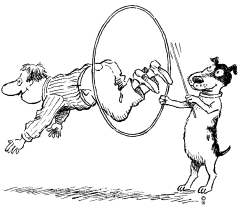
Two group case reports are due on the dates shown on schedule. Questions for the cases are posted on Blackboard and are meant to guide your thinking and group discussion. DO NOT answer the specific questions in the report. Instead take your answers to the questions and present the report in the format of a two-page (single spaced) report with appendices and exhibits. I will grade all reports on content and presentation. The format of your report should be:

1. The **Problem Statement** should concisely state the question that must be addressed, and the restrictions (financial, time, resource limitations; or policies) that affect the resolving of the problem. Be sure that you address the central problem, not the symptoms of it.
2. The **Recommendations** must focus on a plan of action that will correct the situation. Your plan must be practical and implementable.
3. The **Alternative and Analysis** section should outline the major alternatives that you considered and provide an analysis that leads to the selection of the recommended plan.
4. The **Limitations** section must expand upon the recommended plan of action taking into account the caveats or limitations that may restrict its practicality.

Sample case report can be found on Blackboard.

Class Participation (5%)

Class participation will be evaluated based on the contributions of the student to constructive discussions, readiness with assigned readings/case, and overall contributions to the class. **You must bring your name cards to class every week.**



Schedule

Week	Topic	Case
1 6/24	Introduction and Operations strategy Review Chapter 1 and 2 PP matrix exercise P and Q Exercise	
2 7/1	Product Development and Project management Review Chapter 3 and 10 Microsoft project exercise in lab	1. Stihl
3 7/8	Process design and Improvement Review Chapter 4 Dice and Coin exercise	2. BMW SUBMIT GROUP REPORT
4 7/15	Facilities decisions Review Chapter 5 Vflex exercise	3. Natural Blends
5 7/22	Assignment 1 Review	4. Seapines SUBMIT ASSIGNMENT 1
6 7/29	Quiz 1	
7 8/5	Quality management Review Chapter 6 Quincunx exercise	
8 8/12	Supply chain management Review Chapter 7	5. Kathy SUBMIT GROUP REPORT
9 8/19	ERP systems and Lean thinking Review Chapter 8 and 9 SAP Exercise	6. STMicroelectronics
10 8/26	Assignment 2 Review	7. Flextronics SUBMIT ASSIGNMENT 2
11 9/2	Quiz 2	