Lingnan University
Department of Computing and Decision Sciences
The First Term, 2008–2009
BUS 211: Operations Management
(**three credits**)

Instructor	Sections	
Chung, Chi Wai chungcw@ln.edu.hk BU G14 ◇ 2616 − 8105	Section 3:	Mondays (13 : 00 − 14 : 30, MB G10) Wednesdays (13 : 30 − 15 : 00, SO 203)
Leng, Mingming (Course Coordinator) mmleng@ln.edu.hk BU G15 ◇ 2616 − 8104	Section 1:	Tuesdays (15 : 30 − 17 : 00, MB G11) Thursdays (15 : 00 − 16 : 30, BU 121)
	Section 2:	Tuesdays (9 : 30 − 11 : 00, MB G10) Thursdays (9 : 30 − 11 : 00, MB G11)
	Section 4:	Wednesdays (15 : 00 − 16 : 30, BU 121) Fridays (16 : 30 − 18 : 00, MB G11)
Zhang, Dengfeng dfzhang@ln.edu.hk BU G11 ◇ 2616 − 8092	Section 5:	Tuesdays (14 : 30 − 16 : 00, SO 110) Thursdays (12 : 30 − 14 : 00, SO 110)

Operations Management is the management of processes or systems that transform inputs into finished goods and/or provide services. Over the past decades, many firms have learned the painful lessons that neglect of the operations function can be extremely hazardous to the health of the organization. It has been demonstrated that operations management becomes a primary function of a firm, and plays an important role in effectively improving the firm's performance and competitiveness.

This course is designed to address the key operations and logistics issues in service and manufacturing organizations that have strategic as well as tactical implications. The concepts and tools learnt from this course will apply to any industry including for-profit organizations, manufacturing and service companies. All students who take the course are expected to have a previous knowledge of statistics at a level equivalent to BUS 102.

Course Objective

This course aims at providing the students with the concepts and techniques that are applied to the design, planning, control and improvement of manufacturing and service operating systems. After completing the course, we hope that the students can identify the important role of operations management in firms, and use the quantitative and qualitative tools to analyze the basic operations-related issues. Specifically, this course will attempt to enable the students to

1. Understand the role of operations management in the overall business strategy of a firm;

2. Understand the interdependence of the operating system with other key functional areas of a firm;

3. Identify and evaluate the key factors and the interdependence of these factors in the design of effective operating systems;

4. Identify and evaluate a range of tools appropriate for the analysis of operating systems of a firm;

5. Identify and evaluate the comparative approaches to operations management in an international context;

6. Understand the applications of operations management policies and techniques to the service sector and manufacturing firms.

Course Materials

- **Textbook**: William J. Stevenson. "`Operations Management`", 9th Ed., McGraw-Hill, 2007.

- **Supplementary Reading List**:

  1. J. Heizer and B. Render. "`Operations Management`", 8th Ed., Pearson Prentice Hall, 2006.

  2. J. Heizer and B. Render. "`Principles of Operations Management`", 6th Ed., Pearson Prentice Hall, 2006.

  3. W. V. Gehrlein. "`Operations Management Cases`", McGraw-Hill, 2005.

  4. R. Johnston, *et al.* "`Cases in Operations Management`", 3rd Ed., Prentice Hall, 2003.

  5. S. Chopra and P. Meindl. "`Supply Chain Management: Strategy, Planning and Operation`", 2nd Ed., Pearson Prentice Hall, 2004.

  6. G. Cachon and C. Terwiesch. "`Matching Supply with Demand: An Introduction to Operations Management`", McGraw-Hill, 2006.

- **Software**: Microsoft Excel.

Teaching Method and Class Activities

We introduce the basic concepts and techniques commonly used in the operations management area. In the classes, we provide the sufficient practical examples to help students better understand how to use the knowledge and skills for the analysis and control of operations processes and systems. Moreover, we could also apply the computer software (e.g., MS Excel) to the quantitative analysis of operating processes. In order to improve the students' skills of analyzing real operations-related problems, we will provide the students with an opportunity of case study and group presentation.

We encourage the students to actively participate in all classes. We will upload our teaching materials to WebCT as early as possible. Other materials (e.g., complementary notes, assignments, solutions and cases) are also distributed by your section instructor through WebCT. The students are responsible to download, organize and read the materials.

In classes, we use the teaching notes in .pdf or .ppt format. In addition, we also use the whiteboard to solve some numerical examples. We will post all of our announcements at WebCT, and also show these announcements in class. All students can feel free to meet with the instructor for any question. However, if a student hopes to see his or her section instructor, the student should make an appointment by e-mail and/or phone. The students can also write your question(s) at WebCT. The instructors promises to check the WebCT frequently.

Case Study and Group Presentation

The case study and group presentation will provide you and your group with an opportunity to demonstrate your grasp of operations management concepts in a real-world situation. The students are divided into around $4-8$ groups each including $3-5$ students, which depend on the number of students involved in your section. Each section instructor will provide some suitable cases from two case books; but, how the case study is organized and managed will depend on your section instructor's own preference. Each group is managed by a leader. The leader is expected to report the member list and send the case report and presentation slides to the instructor. The group presentations are expected to take place in the last week; but, *whether the presentations are or are not needed shall depend on the teaching progress in your section.* More specifically, if we don't have sufficient time left for students' presentations, then we cancel the presentations but only require the report submissions; otherwise, students need to do the presentations and also submit their reports. The detailed schedule for the case study and group presentation will be announced later by your section instructor.

Grading System

Class Participation	5%	
Marked Assignments	15%	(Five assignments)
Case Study	10%	(Presentation 5%, report 5%)
Midterm Exam	20%	
Final Exam	50%	

Course Announcements

Course handouts, other materials and course announcements will be distributed via WebCT. Students are advised to check the WebCT and e-mails frequently.

Warnings

- **Classroom disciplines**. General rules should be observed. It is absolutely unacceptable to use mobile phones or pagers during the classes. Students are expected to attend every class. Punctuality is also very important.

- **Assignments and Exams**. Information on all assignments and exams will be posted at WebCT in advance of the events. Students should attend all the examinations. No reassessment test or exam will be given to absentees for trivial excuses.

- **Other regulations in Lingnan University Calendar**.

    - Adding and Dropping Courses and Changing Courses/Sections.
    - Class Attendance and Leave of Absence.
    - Conduct of Student.

Course Schedule (Tentative)

- **2 classes**: Chapter 1 (Introduction) and Chapter 2 (Competitiveness, Strategy and Productivity).

- – A note on OM terms is posted at WebCT.

- **2.5 classes**: Chapter 6 (Process Selection and Facility Layout).

  - – Assignment 1 is ready.
  - – Two short movies: (i) The product-process matrix; (ii) The service-system design matrix.

- **1.5 classes**: Chapter 9 (Management of Quality).

- **2.5 classes**: Chapter 10 (Statistical Process Control).

  - – Assignment 2 is ready.

- **Midterm Exam** *would* take place in the 7th week. The specific date is to be announced.

  - – An information sheet for the mid-term exam is provided.

- **5 classes**: Chapter 12 (Inventory Management).

  - – Assignment 3 is ready.

- **2.5 class**: Chapter 13 (Capacity Planning, Aggregate Planning and Master Scheduling Process).

- **2 classes**: Chapter 14 (MRP).

  - – Assignment 4 is ready.

- **2 classes:** Chapter 16 (Scheduling).

  - – Assignment 5 is ready.

- **3 classes**: Chapter 11 (Supply Chain Management).

- **2-4 classes:** Group Presentation.

- **Final Examination** (TBA).

  - – An information sheet for the final exam is provided.

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