
OM 335: OPERATIONS MANAGEMENT (Spring 2012)

#03880 : M/W 12:30 – 2:00 pm in UTC 1.146

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COURSE DESCRIPTION:

Operations Management (OM) is the cost effective management of resources to achieve organizational goals. OM focuses on the systematic planning, design, operation, control, and improvement of the processes which produce goods and deliver services. Managing operations is vital to every type of organization, for it is only through effective and efficient utilization of resources that an organization can be successful in the long run. This is especially true today, when we see that significant competitive advantages accrue to those firms that manage their operations effectively.

I come to this course with over 25 years in operations, supply chain, and general management. The experience of owning, managing, and consulting to businesses of a variety of different sizes provides me with a context for this course that we can use for a basis of discussion and learning. Please question me on the issues in this course covered through the books, cases, and lecture so that your learning takes place at the level of quality you expect.

This course is the “foundations course” for our Supply Chain Management major. This class can also be useful to students with other majors because every business has an operations component.

Prerequisites: credit or registration for BA 324 (or credit for MIS 324) and credit or registration for STA 309.

COURSE OBJECTIVES:

The main objectives of this course are:

- To provide you with an understanding of the crucial importance of operations management in today's business environment.
- To familiarize you with the basic concepts, techniques, methods and applications of operations management.
- To enhance your analytical skills and ability to uncover problems and opportunities for improvement in production and service processes.

COURSE MATERIALS:

1. Required Readings

- Textbook: "Matching Supply with Demand: An Introduction to Operations Management" by Cachon, G. and C. Terwiesch. New York, NY: McGraw-Hill / Irwin. 2006. ISBN: 0-07-291899-3
- Book: "The Goal" by Goldratt and Cox, 3rd Revised Edition. Great Barrington, MA: North River Press, Inc. 2004. ISBN: 0-88427-178-1
- Course Packet: Available at Study.net. It contains a set of cases we will discuss in class.

2. Course Website: This course will use Blackboard substantially. The login page is located at <http://courses.utexas.edu>. A UT EID is required for accessing the web site. If you need more information or tutorials, go to <http://www.utexas.edu/cc/blackboard>. If you have problems using blackboard, you can call the ITS help desk at 475-9400. You will find the following on Blackboard:

Course Notes: I will post the slides for each class on Blackboard the night before each class. You may download and print those slides if you would like to use them as lecture note guides. I will purposely have some blank slides in the lecture for discussion purposes.

Assignments and Solutions: The purpose of homework assignments is to provide learning reinforcement and promote class preparedness. You will find that the homework provides excellent learning feedback and is a confidence-building tool. The assignments will also help you prepare for the exams.

Forums: You are invited to further discuss topics brought up in class on the forum. This forum is on the Blackboard site for the class. High quality forum postings will count toward your class participation grade. You can also post any comments you have about the material and ask questions. Finally, you can post comments, criticisms and suggestions anonymously regarding the course. In particular, let me know throughout

the semester if there is anything I can do to make the delivery of the course better for you.

Surveys: Periodically throughout the semester I will be surveying the class for feedback on the course and how it can be improved. Please participate in these surveys, as I use them to adjust the class to improve your learning experience. If, however, you have a suggestion, please feel free to contact me to share your thoughts.

Grades: Grades on exams and assignments will be posted on Blackboard. Please check that the grade posted matches the grade on your paper copy and notify the instructor (for exams) or the TAs (for assignments) as soon as possible in case of a discrepancy.

PERFORMANCE EVALUATION:

Your grade will be assessed through homework assignments, exams and class participation. Below is a description of how the various types of assignments and tests contribute to your grade, as well as a description of each type of graded work.

	Grade
Midterm Exam I	20%
Midterm Exam II	20%
Final Exam	30%
Homework assignments	20%
Class Participation	10%
Total	100%

Exams

Midterm Exam I will cover the materials from roughly sessions 1-10 (Process Analysis). Midterm Exam II will cover roughly the materials from sessions 12-19 (Project Management, Queuing Theory, Quality Management and The Goal). The Final Exam will be comprehensive but with a greater focus on the materials from sessions 22-30 (Inventory Management, Supply Chain Management, forecasting).

Exams may contain true/false, multiple choice, short answer, essay, or analytical problem solving questions. The exams are closed book and closed notes. Do remember to bring your calculator. A formula sheet will be provided during the exam (a copy of the sheet will be put on Blackboard before the exam).

Offering a make-up exam for a missed exam is entirely at the discretion of the instructor. Students with legitimate reasons and letters of proof could request to take make-up exams.

Any concern regarding the grading of exams should be addressed directly to the instructor, no later than two weeks after the grade was assigned.

Homework Assignments

There are up to 14 homework assignments throughout the semester. You may do the homework assignments in teams but in this case, each student must hand in a separate handwritten copy and indicate the names of the people they worked with on the front page. If you do the assignment individually, then you may (and in fact are encouraged to) type it.

Homework assignments have to be turned in at the beginning of the class session listed on the schedule or by email to the TA (and me in CC), before the starting time of the class session. You can also put your homework assignment in my mailbox, the TA's mailbox or under my office door but then you need to email us to let me know that you have done so. The solutions to the homework will be provided at the end of the day when it is due; therefore no late homework assignments will be accepted.

When computing the average grade on homework assignments, the two lowest grades will be dropped. In other words, your final score will be the average of your 12 best scores. However you are strongly encouraged to hand it all 14 assignments as they constitute the best preparation for the exams.

Homework assignments will be graded by the TAs on a scale of 0 to 10. Points will be given for effort (especially for the case-based assignments), correctness of your answers and presentation. Any concern regarding the grading of homework assignments should be addressed directly to the TAs and not to the instructor, no later than one week after the grade was assigned.

Class Participation

Regular attendance at all class meetings is expected. Attendance will be formally taken on the day of the Beer Game (see below) and will constitute 2% of your final grade.

Students are expected to prepare before class. Participation in class, in the form of answering questions and/or commenting on the material is strongly encouraged. Participation on the Blackboard forum will also be counted towards the class participation grade, as long as the posted comments are relevant.

Students may not disturb classmates, surf the web, read newspapers or use their cell phones in class. Laptops will be closed and cell phones put away during class.

In each session, students are asked to pick up their name card and return it at the end of the session. On the back of the name card is a table you can use to note your own evaluation of your class participation. I will provide my evaluation (which will be used for grading) and will note it on your name card for you to see.

SCHOLASTIC DISHONESTY

I take honesty and integrity very seriously. I will follow up on issues according to university rules. You can refer to the website at <http://deanofstudents.utexas.edu/sjs/> for more information. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the university. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

STUDENTS WITH SPECIAL NEEDS

The University of Texas at Austin provides upon request appropriate accommodations for qualified students with disabilities. For more information contact the Office of the Dean of Students at 471-6259 or 471-4641 TTY.

If for some reason you need special assistance to take an exam or complete an assignment please notify me ahead of time so that special arrangements can be made in a timely fashion.

SCHEDULE

A tentative schedule of meetings, readings, and deliverables for the semester will be posted on Blackboard. This is subject to change. When there are major changes, you will be notified by email; a current schedule will always be available on the Blackboard course website.