

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2024 Fall					
Course Name	Operations Management					
Course Code	BOP302					
Course Type	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input checked="" type="checkbox"/> Basic Disciplinary Course <input type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Professional Course (Expanded) <input type="checkbox"/> Professional Course (Advanced)					
Course Credits	3					
Course Hours	Total Class Hours	48	Lecture Hours	48	Experiment (Computer) Hours	0
Applicable object	<input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input checked="" type="checkbox"/> Junior <input type="checkbox"/> Senior <input checked="" type="checkbox"/> Business Administration (Accounting) <input type="checkbox"/> Information Management and Information Systems (Finance)					
Prerequisites						
Instructor	Yue Wang					
Contact Information	Office: BA Office C204					
	Tele: (010)83951123					
	Email: wangyue@cueb.edu.cn					
Office Hour	M 11:35-12:20 15:25-16:10 T 11:35-12:20 Th 11:35-12:20 13:30-15:05					
Learning Centre	W 6pm-8pm (online) F 10:45-12:20					
Grade/Section	22BA/22ACCA1/22ACCA2					
Course Time/Place	M/T 67/89 M/T 34/67 TH/F 34/67					
Textbook	F.Robert Jacobs, Richard B. Chase. <i>Operations and Supply Chain Management, 15th Edition</i> . McGraw-Hill Education (Asia) and China Machine Press, ISBN 978-7-111-63049-4					

Reference Book and Resources

- William J. Stevenson. *Operations Management, 13th Edition*. McGraw-Hill Education (Asia) and China Machine Press, ISBN 978-7-111-63594-9.
- MOOC 《运营管理》西南财经大学 廖毅
- https://www.bilibili.com/video/av91112774/?vd_source=7f7b1512ae2a833dd78d07b74507c1c8 中英字幕 运营管理

Course Description

This course provides an introduction to the design, planning and control of the manufacturing and service systems required to transform an organization's inputs into useful goods and services. Managerial challenges in product and service design, capacity planning, process analysis, production processes, quality control, supply chain processes, and inventory control are considered.

Student Learning Outcomes

After completing this course, students will be able to:

Knowledge

- ♦ Recognize the strategic importance of effective operations and supply chain management;
- ♦ Identify and analyze the major issues involved in the management of operation systems;

Capability

- ♦ Gain an understanding of the operations cases in Chinese enterprises;

Mindset

- ♦ Change your view of your interactions with operations systems.

Website Source

1. <https://www.icourse163.org/>
2. <https://next.xuetangx.com/>

Teaching Methods

This course contains MOOC lectures (the first three weeks), classroom lectures, discussions, case studies, homework, quizzes, presentation and exams. Textbook content will be introduced first. Then practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignment in or after class.

Grade Criterion

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice questions, true or false questions, short answer questions, and calculations. Students should rely primarily on in-class exercises to give them a sense of what they may see for material on exams.
Mid-Term Paper	20%	A group (2-3 students per team) paper should be written based on all of the contents that have been taught in class. The paper should analyze a real-life case in recent and apply textbook concepts and theories.
Homework and In-class Exercises	30%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Presentation	10%	The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation.

Attendance	10%	Refer to attendance policy listed below.
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Exercises	5%	10%
Presentation		10%
Midterm Paper	20%	
Final exam		20%
Total	40%	60%

Grading Policy

A+ 97-100	A 93-96	A- 90-92	B+ 87-89	B 83-86	B- 80-82
C+ 75-79	C 70-74	C- 67-69	D+ 63-66	D 62-60	F 0-59

Exam Schedule

Midterm Test:

Final Exam:

Assessment of Student Performance

☛ Self-Study and Reading Ability Practice

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☛ Homework

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores may received a zero. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☛ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ◆ Being late for 15 minutes or more is considered an absence.
- ◆ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C- to D+). Any excused absence must be discussed directly with the teacher.
- ◆ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly.
- ◆ An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ Participation

- ◆ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ◆ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ◆ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ◆ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ◆ All above behaviors will be solely evaluated by the instructor for scoring.

☞ Textbook

Students must bring the textbook to class.

Topical Course Outline

Week	Topics	Platform	Homework
1	<ul style="list-style-type: none"> ● Syllabus and introduction 	Video Record	
	<ul style="list-style-type: none"> ● Chapter 1 <ul style="list-style-type: none"> • The concept of operations and supply chain • Operations and supply chain processes • Differences between services and goods • Development of operations management 	MOOC 西南财经大学 《运营管理》廖毅 第一章	MOOC 第一章单元 测验 Review
	<ul style="list-style-type: none"> ● Chapter 2 <ul style="list-style-type: none"> • Triple bottom line • Competitive dimensions 	Video Record	
2	<ul style="list-style-type: none"> ● Chapter 2 <ul style="list-style-type: none"> • Productivity measurement 	MOOC 西南财经大学 《运营管理》廖毅 第二章	MOOC 第二章单元 测验 Review
	<ul style="list-style-type: none"> ● Chapter 3 <ul style="list-style-type: none"> • The product development process • Designing service products • Economic analysis 	MOOC 西南财经大学 《运营管理》廖毅 第三章	MOOC 第三章单元 测验 Review
3	<ul style="list-style-type: none"> ● Case Study-IKEA 		
	<ul style="list-style-type: none"> ● Chapter 5 <ul style="list-style-type: none"> • Capacity planning concepts • Determine capacity requirements • Use decision tree to evaluate capacity alternatives • Plan service capacity • Capacity utilization and service quality 	MOOC 西南财经大学 《运营管理》廖毅 第四章	MOOC 第四章单元 测验 Review
4	<ul style="list-style-type: none"> ● Chapter 7 <ul style="list-style-type: none"> • Manufacturing processes 		Exercises for Ch7
	<ul style="list-style-type: none"> ● Case Study 		

5	<ul style="list-style-type: none"> ● Chapter 8 <ul style="list-style-type: none"> • Layout formats • Retail service layout 		Exercises for Ch8
	<ul style="list-style-type: none"> ● Case Study ● Midterm Project Q&A 		
6	<i>Midterm</i>		<i>Group Paper Due</i>
7	<ul style="list-style-type: none"> ● Chapter 9 <ul style="list-style-type: none"> • An operational classification of services • Designing service organizations • Three contrasting service designs 		Exercises for Ch9 Exercises for Ch11
	<ul style="list-style-type: none"> ● Chapter 11 <ul style="list-style-type: none"> • Understanding processes • Process flowcharting • Process analysis examples 		
9	<ul style="list-style-type: none"> ● Chapter 12 <ul style="list-style-type: none"> • Total quality management • Quality specification and quality costs • Six-sigma quality • External benchmarking 		Exercises for Ch 12 and explanation
10	<ul style="list-style-type: none"> ● Chapter 14 <ul style="list-style-type: none"> • Lean production • Lean supply chains ● Exercises for Ch 14 		Exercises for Ch 15
	<ul style="list-style-type: none"> ● Chapter 15 <ul style="list-style-type: none"> • Logistics • Facility location 		
	<ul style="list-style-type: none"> ● Chapter 16 <ul style="list-style-type: none"> • The bullwhip effect • Supply chain uncertainty framework • Total cost of ownership 		
11	<ul style="list-style-type: none"> ● Chapter 20 <ul style="list-style-type: none"> • Understanding inventory management • Inventory control systems • Inventory planning and accuracy 		Exercises for Ch 20 and explanation
	<ul style="list-style-type: none"> ● Final review 		
12	<ul style="list-style-type: none"> ● Presentations 		<i>Group Paper Materials Due</i>

Note: Some chapters or sections may leave for self-study; this is the students' duty to learn and understand, they may also be included in the quizzes or exams.

Teacher's Office Hour

- ◆ The instructor's office hour is shown in the front of the office door.
- ◆ Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ◆ The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Instructor: _____

Department Head:

