Faculty Committee on Graduate and Continuing Education

Proposal for a New Graduate Course

Department: Marketing and Supply Chain Management
Graduate Program: Master of Business Administration

Course Number & Title: MBAD-506 Operations Management
Total hours/week: 42 hours / 7 hours per week for 6 weeks
Number of Credits: 3

Will this course be cross-listed with an undergraduate or other graduate course? YES X NO
If yes, please complete an attach to this proposal a Permission to Cross-List a Graduate Course form.

Course will first be offered: Fall 2010

Catalog description (Please limit to 50 words):
Businesses are always looking for efficiencies in their operations. Operations Management teaches the fundamentals of product creation, development, production, and distribution as well as quality control, logistics, and analysis of the production process. The student will learn practical, real-world skills for retail, manufacturing, or service organizations.

Prerequisites (or other restrictions): none

Rationale/Justification for course (consider the following issues):

a. What are the goals and objectives of the course?

Operations management is the systematic direction and control of the processes that transform inputs into finished goods or services. This course provides a complete review of the concepts and analytic methods that are useful in understanding the management of a firm’s operations. The level of analysis varies considerably, from operations strategy to daily control of production processes, order fulfillment, and inventory. This course provides an introduction to the concepts and analytic methods that are useful in understanding the management of a firm’s operations. Our aim is to familiarize managers, and provide the student with the appropriate language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations. Because the course deals with the management of processes, it applies to both for-profit and non-profit organizations, to both service and manufacturing organizations, and virtually any functional area or industry.

If more space is needed for any section, please attach additional sheets to this form.

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The appropriate goals in this course are:

(1) to familiarize the student with operations management
(2) to learn quantitative tools for decision making
(3) to further develop the student's problem solving and decision making abilities
(4) to understand the important role played by the production/operations function in a business and its relationship with other functional areas
(5) to identify ethical issues that arise in managing production and operations in an organization
(6) to emphasize the importance of the operations function in global expansions of any business

b. How does the course support the mission statement of the department and the organizing principles of the graduate program?
   This course addresses the following SBE learning goal: Innovation, Problem Solving Ability, Global Awareness, and Ethical Awareness

Are other departments affected by this course? □ YES        X NO
(Please attach letters of support from the chairs of each department indicating the Department has discussed and supports the proposal.)

Is this course part of a joint program? □ YES        X NO
If yes, at what institution?

Method of teaching:
Lectures and case studies; videos; factory visits; practitioners as guest speakers; field projects; and games and simulations.

If more space is needed for any section, please attach additional sheets to this form.
Expected changes

a. Address potential enrollment pattern shifts in the Department or University-wide as it relates to the offering of this course.

New program with new students, no shift of current students.

b. Address potential shifts in staffing of the departments as it relates to the offering of this course.

An additional adjunct section will be necessary for a full-time faculty, one-course release to staff this course.

Requirements for additional resources made necessary by this course. (Note: course requiring additional resources will need special justification.)

- Staff
  - None
- Budget
  - None
- Library
  - None

Attach course syllabus, reading list, or any additional documentation that can help the committee evaluate this proposal. A syllabus is mandatory.

Signature of Program Director: [Signature]  Date: 12-1-09
Signature of Department Chair: [Signature]  Date: 12-1-09
Additional Chair’s Signature*: [Signature]  Date: 
Signature of Schools’ Dean: [Signature]  Date: 12-1-09
Additional Schools’ Dean Signature*: [Signature]  Date: 
Signature of the Provost: [Signature]  Date: 12-1-2009
Signature of Budget Director**: [Signature]  Date: 

*For interdisciplinary courses.

**Business Affairs Office

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate and Continuing Education

[Signature]  Date: 12-9-09
Signature of Chair of Grad Council: [Signature]  Date: 12-18-09
Signature of the Faculty Secretary:  Date: 

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November 2007
MBAD-506. Operations Management
Class Time: xx (TCFE 130)

Professor: Dr. Gioconda Quesada/Dr. Marvin Gonzalez
Office: BCTR 434-436 (Beatty Center)
Office Hours: xx or By Appointment.
Phone: (843) 953-4277 (6)
E-mail: use WebCT email always!
WebCT: link at www.cofc.edu

Course Description:
The course involves the study of concepts related to operations in both manufacturing and service industries. The operations process involves the task of transforming a company’s business and marketing strategy into a set of processes that create goods or services that exceed customers' expectations. All this by increasing the company’s competitive capabilities (cost, speed, quality, innovation, flexibility, dependability, workforce). Major topic areas are: quantitative tools of analysis for decision making, capacity and production planning, design of products and services, supply chain management, quality and productivity improvement.

Prerequisite
None

The student is expected to have some Excel knowledge. If you lack this knowledge, please review:

- How to install analysis toolpak
- How to enter simple formulas
- Troubleshooting with formulas
- How to create charts
- Pivot tables

These videos/tutorials are mandatory and students should be able to replicate all the material learned in those videos before the first day of class. The professor will assume the topics explained in these videos/tutorials are the base knowledge of all students after the first day of class!!!

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Learning Objectives:

(1) to familiarize the student with operations management
(2) to learn quantitative tools for decision making
(3) to further develop the student's problem solving and decision making abilities
(4) to understand the important role played by the production/operations function in a business and its relationship with other functional areas
(5) to identify ethical issues that arise in managing production and operations in an organization
(6) to emphasize the importance of the operations function in global expansions of any business

This course addresses the following SBE learning goal:

Innovation, Problem Solving Ability, Global Awareness, Ethical Awareness.

Text and Course Materials:

- Custom Book: designed by the professors including custom lectures, readings and case studies. It will be available at the library.
- The Goal. Eliyahu M. Goldratt and Jeff Cox, Gower.

Teaching Method
Operations management is the systematic direction and control of the processes that transform inputs into finished goods or services. This course provides a complete review of the concepts and analytic methods that are useful in understanding the management of a firm's operations. The level of analysis varies considerably, from operations strategy to daily control of production processes, order fulfillment, and inventory. A wide range of methods will be used to teach Operations Management including: lectures and case studies; videos; factory visits; practitioners as guest speakers; field projects; and games and simulations.

Assignments and Cases:
During the course, you will be asked to solve and present three assignments and different case studies. Group and individual performances in case study solution and presentation/discussion, will be evaluated under the class participation grade.

When required, all students will be asked to read and solve assigned cases or exercises. I will ask groups randomly to present the solution of the case in class, but all of the groups should be prepared for the presentation since you will not know in advance who will be presenting! The presentation should be done in

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Power Point slides and should not exceed 15 slides. The presentation should not last more than 15 minutes. Groups that fail to give a presentation will be penalized in their final overall grading. Individual and group performances in case study discussions will be evaluated under the class participation grade.

Grading and Evaluation:

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>W</th>
<th>I</th>
<th>XF</th>
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<tbody>
<tr>
<td>&gt; 90</td>
<td>A</td>
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<tr>
<td>86-89.99</td>
<td>B+</td>
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<td>80-85.99</td>
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<td>76-79.99</td>
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<td>60-75.99</td>
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<tr>
<td>&lt; 60</td>
<td>F</td>
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Assignment 1 10%
Assignment 2 10%
Assignment 3 10%
Class Participation Cases 20%
Midterm Exam 20%
Final Exam 30%

Use of Computers during class or exam times

Use of the lab computers is prohibited during class, unless instructed by the professor. Each of the lab computers is equipped with activity monitoring software, which links your computer (screen and all) to the professor’s at the front of the class. The professor will use this software to monitor lab computer usage and the professor reserves the right to publicly display any lab computer’s screen at anytime to the rest of the class. The professor also reserves the right to take control over any lab computer using this software at any time during class. Therefore, ensure that any and all of your computer activity during class time is only as instructed by the professor.

College of Charleston Honor Code


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• Students should leave their cell phones on the table next to the classroom’s door and don’t take them with them to their seats. The same applies to any other electronic device such as ipods.
• Computer monitoring will also be reinforced during exams.

Miscellaneous Policies:

• Although I will try to maintain the class schedule and objectives, I may need to make adjustments. You are responsible to check WEBCT CALENDAR for the most recent calendar of activities and dates. Don't ask the professor about exams dates, since he/she will not give you as accurate information as the WebCT Calendar.
• The professor does not give additional projects to increase students' grades before or after the exam(s). The professor does not round grades, a 59.9 total grade is an F.
• No food or drinks allowed in the lab. This is a School-wide policy, non-negotiable!

Complaints about Exams Grading

• The professor encourages students to review in detail when exams are returned. You have one week after the graded evaluation is turned back to you to make any questions or complaints about it. If that time is passed, it means you have accepted the grade given and no further complaints are accepted.
• No complaints are accepted for any reason if the one-week period has passed (non-negotiable).

Topical Coverage

<table>
<thead>
<tr>
<th>Week #</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Operations Management Concepts</td>
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<tr>
<td>2</td>
<td>Performance Measurement</td>
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<tr>
<td>3</td>
<td>Production Planning (push vs. pull, production planning process, MRP, basics in scheduling)</td>
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<tr>
<td>4</td>
<td>Inventory Management, Lean Production and Total Quality Management</td>
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<tr>
<td>5</td>
<td>Process Analysis and Design. Goods/Services Design using QFD.</td>
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<tr>
<td>6</td>
<td>Supply Chain Management</td>
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</tbody>
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SNAP STUDENTS

Students with documented disabilities who may need academic accommodations should discuss these with me as soon as possible, no later than the first week of class.

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