

**San José State University**  
**College of Business**  
**School of Global Leadership and Innovation**

**BUS5 140**  
**Fundamentals of Operations Management**  
**Summer 2016: Section 02 (July 11 – Aug. 12)**

<b>Instructor:</b>	Dr. Taeho Park
<b>Office Location:</b>	BT 450
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<b>Email:</b>	taeho.park@sjsu.edu
<b>Virtual Office Hours:</b>	A weekly web office at 1:30pm-2:30pm on Tuesday, or by appointment on Canvas. Invitation notifications for the weekly web conference will be sent via Canvas.
<b>Class Days/Time:</b>	Online via Canvas
<b>Faculty Website:</b>	<a href="http://www.sjsu.edu/people/taeho.park/index.html">http://www.sjsu.edu/people/taeho.park/index.html</a>
<b>Prerequisites:</b>	Junior standing

### **Course Description**

Operations Management is the systematic approach and control of the processes that transform inputs (e.g. human resources, facilities, materials, etc.) into finished goods and services. The operation function is one of the important cores of a business that helps an organization in efficiently achieving its mission such as increasing productivity. Thus this course will deal with the role of operations management in a total organization, and classic and up-to-date tools and concepts used to support managerial decisions.

### **Course Goals and Learning Outcomes**

The operations manager is responsible for planning, organizing, coordinating and controlling organizational resources to produce desired goods and services. This is the subject matter of this course. In this course, students will develop an understanding of the manufacturing and operation functions. You will learn to design, plan, operate and control manufacturing, production and operations systems. You will be required to use analytical techniques to develop critical thinking and to sharpen decision making skills. You will also have many opportunities to apply what you are learning to resolve problems and issues. Finally, you will be able to demonstrate your mastery of the course content through a final project. The course is designed to help students achieve the following College of Business Student Learning Goals:

- LO1- To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- LO2 - To develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive systems.
- LO3 - To reinforce analytical skills already learned, and build on these skills to further increase your "portfolio" of useful analytical tools for operations tasks.

- LO4 - To gain some ability to recognize situations in a production system environment that suggests the use of certain quantitative methods to assist in decision making on operations management and strategy.
- LO5 - To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in the business operations.
- LO6 - To understand the managerial responsibility for Operations, even when production is outsourced, or performed in regions far from corporate headquarters.

### **Course Materials (Required Text and Readings)**

- Required Text: OM5 by David Collier and James Evans, Cengage Learning. ISBN: 9781285451374. The text is available at the Spartan Bookstore or online.
- Additional Readings posted on Canvas
- Powerpoints, Video Files, and Other Course-related Materials posted on Canvas

All course materials (e.g., lecture overheads, syllabus) will be made available to all students on Canvas (<http://sjsu.instructure.com>). Course materials will be available in the “Module” tab on Canvas. Each module has its own well-defined subject, links to all files, discussions, assignments, quizzes, and other learning materials. Within the semiweekly cycle of each module, there are deadlines set for all course work. I will also post announcements, if any, on Canvas. It is your responsibility to keep up with the course material during the cycle of modules as they are listed in the course schedule. *You are responsible for regularly checking with the announcement and messaging system on Canvas.* I recommend that you check daily for possible status updates/announcements on Canvas. Class sessions and related materials are intended only for the benefit and use of individual students duly registered in the class. Thus, **do NOT reproduce, alter, or repost any of the materials given to you.**

### **Equipment Requirements**

- Reliable high-speed Internet connection

### **Course Format**

This course will be conducted online using Canvas, SJSU’s online learning management system. All course-related matters (lectures, assignments, quizzes/exams and class communications) will be handled through Canvas (<http://sjsu.instructure.com>). You can access to all course materials (e.g., lecture overheads, syllabus) on Canvas. Therefore, you have to use Canvas and the Internet extensively. You are responsible for regularly checking with the messaging system through Canvas for class updates. All date and time references used in this syllabus and in all communications are in local (Pacific) time.

You must be extremely organized, disciplined and self-motivated in order to complete this online course successfully. Though you can access the course materials online at any time, it is recommended that you set aside time each day to complete the reading and assignments to avoid falling behind. You are expected to actively participate in class discussions and log in several times a week.

## Technology Standards

You are required to have access to the Internet. Canvas (<http://sjsu.instructure.com>) can be accessed through the on-campus computer labs, home computers, public libraries, Internet cafes, etc. *Log in to Canvas with your 9-digit SJSU ID and password you use for your SJSUOne account.* You can obtain assistance with Canvas through the Help Desk at (408) 924-2377 or email at [helpdesk@sjsu.edu](mailto:helpdesk@sjsu.edu). Please note that I am unable to grant you access to Canvas, so please contact the Help Desk if you encounter problems with it.

A broadband connection is highly recommended. This will alleviate problems that you may encounter due to slower dial-up connections, such as timing out of quizzes, longer loading times for documents and media files, and so forth. Note that all of the quizzes and exams are set for a completion time. Therefore, ensure that you utilize a broadband connection for quizzes and exams. For all technology related problems, please contact the University support staff for Canvas.

Students often complain that their computer is slow, and/or that they couldn't connect, etc. ***No excuses will be accepted for all exams and quizzes.*** If you have any questions regarding the reliability of your computer, I recommend that you contact the Help Desk. ***It is your responsibility to have a proper computer and connection to take this online class.*** Consider taking quizzes and/or exams in the on-campus computer labs if your home connection is not reliable. Also, make sure that you don't wait until the last minute to take the quizzes, in case you encounter problems with your computer or connection or in case maintenance work is being done on the Canvas site. ***I do NOT allow anyone to retake quizzes/ exams and to take them at an earlier/later time or date.***

## Course Web Sites

**Canvas, Your Online Classroom** - Watch the video to learn how to navigate around our class using Canvas. For other tutorial videos on setting up your profile, quizzes, posting a discussion, submitting assignments and accessing grades, go to, <https://guides.instructure.com/m/4210/l/141852-canvas-overview-video> or <https://guides.instructure.com/m/4210>. To get started this summer course, your first responsibility is to access the course website on Canvas.

If you have any issues accessing Canvas or MySJSU, you must address these directly with the **eCampus Help Desk for technical support via telephone (408-924-2337) or submit a help ticket request (<https://isupport.sjsu.edu/ecampus>).**

<b>LMS URL:</b>	<a href="http://sjsu.instructure.com">http://sjsu.instructure.com</a>
<b>Trouble Shooting Technology:</b>	Canvas Student login help at <a href="http://www.sjsu.edu/at/ec/canvas/student_resources/index.html">http://www.sjsu.edu/at/ec/canvas/student_resources/index.html</a> SJSUOne expired password help at <a href="https://sjsuone.sjsu.edu/LDAPAccount/Activate/PasswordReset.aspx">https://sjsuone.sjsu.edu/LDAPAccount/Activate/PasswordReset.aspx</a> University HelpDesk at Clark Hall 102; Create a support ticket for the HelpDesk at <a href="http://www.sjsu.edu/helpdesk/ticket/">http://www.sjsu.edu/helpdesk/ticket/</a>

## Email Correspondence

Email will be the dominant means of communication. I will acknowledge all email correspondence - whether through Canvas or taeho.park@sjsu.edu (I recommend you to use Canvas) - within 24 hours. When you send an email, you must put “BUS140:” in front of your email subject. In other words, your email Subject line should start with “BUS140:”. If you do not receive a return response in 24 hours, it means that I have not received your message. Resend your email. You are expected to check their email and log into Canvas (to check the Announcements/Updates) daily.

## Class Assignments

### 1. Exams

There will be two midterm examinations and a final examination. **You are required to work individually on the exams.** The dates and times as well as the content of the exams are listed in the course schedule. The exams will be available to take on Canvas only during the exam dates and times indicated in the course schedule. You must take all exams. All exams will be based on PowerPoint slides, readings, course activities, and any other materials that are assigned/discussed in the class. Each exam will be timed and cannot be reopened or restarted once you begin. All exams will be multiple choice, including conceptual and calculation problems. The final exam is not cumulative. Additional exam details will be discussed/announced closer to the date they are administered.

**Important:** All exams are open book and open notes. Working with classmates is a violation of Academic Honesty. Dates and times for all quizzes and exams are announced in the course schedule at the beginning of the course to allow students ample time for scheduling. **There will be no make-ups for exams, quizzes, and homework assignments missed for any reason. All the tests on Canvas are now enabled for use with Respondus LockDown Browser.**

Students often complain that their computer is slow, that they couldn't connect, etc. Once again, **“No excuses will be accepted for online quizzes/exams/class assignments, and no one will be allowed to retake exams/quizzes and/or to take them at an earlier/later time or date.”** It is your responsibility to have a proper computer and connection to access to Canvas. Please make sure that you don't wait until the last minute to take the quizzes, in case you encounter problems with your computer or connection.

### 2. Quizzes

There will be 10 quizzes throughout this course. The quizzes are given to evaluate your understanding of the course materials in each module. The dates and times as well as the content of the quizzes are shown in the course schedule. All quizzes will count to your final grade. The quizzes will all be multiple choice and/or true/false and will all be conducted through Canvas. **There will be no make-ups for missed quizzes for any reason.** All quizzes are open book and

open notes and conducted online. Open neighbor is a violation of Academic Honesty. **Quizzes are due by midnight on the due date and must be completed individually.**

### **3. Homework Assignments**

There will be homework assignments on learning from Youtube videos related to class materials. Homework assignments on learning from Youtube videos should be written in 1 page and single space. Students are required to submit homework assignments through Canvas. **Homework assignments are due by midnight on the due date and must be completed individually.** No copying from other students, from the Internet, or from any other source is allowed. Turnitin on Canvas will be used to check for plagiarism. You may not turn in homework assignments late or through e-mail. Late homework assignments will not be accepted.

### **4. Online Discussion/ Participation:**

You are expected to participate in discussion questions related to each class topic during **the discussion period which is specified in the class schedule, and will start at 12:01am on the first date and end at 11:59pm on the last date.** The purpose of the discussion threads is to create a mutual-learning dialogue in the class by sharing ideas about given specific topics. This course requires consistent, substantive, and timely participation and contributions to the online discussions on Canvas. Each Module will have a question that links to a discussion forum. You can also access each forum by clicking on the DISCUSSIONS button in the course navigation links. I will post discussion questions at the start of each class topic. Once you have read the assigned materials, place any comments you have for the discussion question on the discussion board. The online discussions on Canvas will be used to highlight important concepts associated with class module topics. It is important that you regularly post comments on the discussion questions. Your participation in discussions includes posting comments on questions, responding to other classmates' thoughts/arguments/opinions, or sharing relevant materials related to the discussion questions (e.g., newspaper articles, video clips) that enhance the discussions.

You are required to participate fully. This means that you must not only do your work, but you must also read each new post on the discussion board within a period of its being posted, and, if you know the answer or have an opinion, respond to discussion board postings. In order to get full credit for each discussion, you will need to post a thoughtful, well-written response to the question on a timely basis. In other words, participation points will be deducted for lack of timely participation in the course (and this is easy to track!). Be an active member of this online class. Do not wait until the last minute to post and respond to everything! To support the discussion process, all discussion post due dates and deadlines are non-negotiable – that means late postings will not earn credit.

**Netiquette:** When posting on the discussion boards, it is important to understand how to interact with one another online, netiquette. Therefore, all students should observe the following guidelines when participating in on-line discussions in this class:

- If you wouldn't say it in a real classroom, don't say it on-line!
- You should not make personal attacks against your colleagues. You may criticize their arguments, but you should never criticize them personally.

- You should never use racial or other epithets in referring to your fellow students.
- Think carefully about what you post before you post it. It's easy to be misunderstood. You can't "erase" things in cyberspace.
- Please remember that you cannot post anything anonymously, and that on-line discussions are constantly monitored.

## Grading Policy

Grading will be computed on the basis of total points earned, as follows:

Midterm 1	15% (50 questions, 1hr 15min)
Midterm 2	20% (50 questions, 1hr 15min)
Final Exam	20% (50 questions, 1hr 15min)
Quiz	15% (10 quizzes: equal point/question)
Homework Assignment (Learning from Videos)	15% (10 assignments: 1 page, single space)
Online Class Participation (Discussions)	15% (7 discussions)
<b>Total</b>	<b>100%</b>

Both curve-based and score-based grading systems will be used for semester grades.

94% and above	A
93.99% - 90%	A-
89.99% - 87%	B+
86.99% - 84%	B
83.99% - 80%	B-
79.99% - 77%	C+
76.99% - 74%	C
73.99% - 70%	C-
69.99% - 67%	D+
66.99% - 64%	D
63.99% - 60%	D-
<b>below 60%</b>	<b>F</b>

### Keep Track of Your Course Grade

You can track your progress in the course through the Canvas grade function.

## University Policies

### Academic integrity

In accordance with the policies of San Jose State University and the Organization and Management Department, a strict honor code will be enforced in this course. Academic dishonesty and plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will not be tolerated on any examination or other assignment. Should any act of dishonesty be detected on exams or assignments, either online or in-class, the student will receive an "F" grade for the course, and sanctions by the University.

Normally the infraction will be reported to the Office of Student Affairs and a record added to the student's permanent file. Typically a second offense will result in the student being asked to leave the university. Students should know the University's Academic Integrity Policy that is available with the following link:

[http://www.sa.sjsu.edu/download/judicial\\_affairs/Academic\\_Integrity\\_Policy\\_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf)

### **Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

### **Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at

<http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-324.html>

Information about late drop is available at

<http://www.sjsu.edu/sac/advising/latedrops/policy/>. Students should be aware of the current deadlines and penalties for adding and dropping classes. You are responsible for all University deadlines for adds and drops.

### **College of Business Policies and Procedures:**

Please check the URL at <http://www.sjsu.edu/cob/Students/policies/index.html>.

## **STUDENT RESOURCES**

*Student Technology Resources:* Computer labs for student use are available in the Academic Success Center located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> floor of the Student Union. There is also a computer lab in the College of Business on the 3<sup>rd</sup> floor of the Boccardo Business Center (BBC 302 and BBC 304). Computers are also available in the MLK Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

*Learning Assistance Resource Center:* The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at <http://www.sjsu.edu/larc/>. The College of Business also has a Business Student Advisement Center (BSAC) located in the garden level of

the Boccardo Business Center in BBC 008. The Jack-Holland Student Success Center website is located at <http://www.sjsu.edu/lcobssc/>.

*SJSU Writing Center:* The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/>.

*Peer Mentor Center:* The Peer Mentor Center is located on the 1<sup>st</sup> floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. Peer Mentor services are free and available on a drop-in basis, no reservation required. The website of the Peer Mentor Center is located at <http://peerconnections.sjsu.edu/mentoring/index.html>.

## COURSE SCHEDULE

*Note: This may be subject to change with fair notice to the students. Changes, if any, will be posted on Canvas Announcements.*

Week	Dates	Topics, Readings, and Activities (midnight on the date due)	Quiz Due Dates (midnight on the date due)
1	Module 1 7/11-7/13	<b>Introduction to OM, Value Chains:</b> <ul style="list-style-type: none"> <li>- Reading: Chapters 1 &amp; 2</li> <li>- Lecture PowerPoint Handout</li> <li>- Youtube Videos (Due on 7/13)               <ol style="list-style-type: none"> <li>1. <a href="#">Operations Processes</a></li> <li>2. <a href="#">Operations Management at Nestlé USA</a></li> <li>3. <a href="#">Emirates Catering - operation management example</a></li> <li>4. <a href="#">The Value Chain</a></li> </ol> </li> <li>- Discussion 1 (7/11-7/13)</li> </ul>	Quiz 1 (10 questions: 25 min) (Due on 7/13)
	Module 2 7/14-7/17	<b>Measuring performance, Operations Strategy</b> <ul style="list-style-type: none"> <li>- Reading: Chapters 3 &amp; 4</li> <li>- Lecture Powerpoint Handout</li> <li>- Youtube Videos (Due on 7/17)               <ol style="list-style-type: none"> <li>1. <a href="#">MidwayUSA</a></li> <li>2. <a href="#">Zappos</a></li> <li>3. <a href="#">The Difference Between Operations and Strategy</a></li> </ol> </li> <li>- Discussion 2 (7/9-7/17)</li> </ul>	Quiz 2 (10 questions: 20 min) (Due on 7/15)

Week	Dates	Topics, Readings, and Activities (midnight on the date due)	Quiz Due Dates (midnight on the date due)
2	Module 3 7/18-7/19	<b>Process Design</b> - Reading: Chapters 7 - Lecture Powerpoint Handout - Youtube Videos (Due on 7/19) 1. <a href="#">Little's Law</a> 2. <a href="#">Product process matrix</a>	Quiz 3 (5 questions: 10 min) (Due on 7/19)
	7/20(Wed)	<b>MidTerm 1</b>	(12:01am – 11:59pm on 7/20)
	Module 4 7/21-7/24	<b>Quality Management &amp; Control</b> - Reading: Chapters 15 & 16 - Lecture Powerpoint Handout - Youtube Videos (Due on 7/24) 1. <a href="#">Baldrige- Honeywell</a> 2. <a href="#">Motorola and the Goal Of Six Sigma</a> - Discussion 3 (7/21-7/24)	Quiz 4 (10 questions: 17 min) (Due on 7/24)
3	Module 5 7/25-7/27	<b>Forecasting and Demand Planning</b> - Reading: Chapter 11 - Lecture Powerpoint Handout - Youtube Videos (Due on 7/27) 1. <a href="#">The Art and Science of Forecasting</a> 2. <a href="#">SAP Demand Planning</a> - Discussion 4 (7/25-7/27)	Quiz 5 (5 questions: 10 min) (Due on 7/27)
	Module 6 7/28-7/31	<b>Supply Chain Design</b> - Reading: Chapter 9 - Lecture Powerpoint Handout - Youtube Videos (Due on 7/31) 1. <a href="#">Amazon Fulfillment Tour</a> 2. <a href="#">Supply Chain Response Management</a> - Discussion 5 (7/28-7/31)	Quiz 6 (5 questions: 10 min) (Due on 7/31)
4	Module 7 8/1-8/2	<b>Capacity Management &amp; Facility and Work Design</b> - Reading: Chapters 10 & 8 - Lecture Powerpoint Handout - Youtube Videos (Due on 8/2) 1. <a href="#">How to make facility layout</a> 2. <a href="#">Designing a service layout</a>	Quiz 7 (10 questions: 17 min) (Due on 8/2)
	8/3(Wed)	<b>MidTerm 2</b>	(12:01am – 11:59pm on 7/29)
	Module 8 8/4-8/5	<b>Inventory Management</b> - Reading: Chapter 12 - Lecture Powerpoint Handout - Youtube Videos (Due on 8/5) 1. <a href="#">Modernizing Inventory Management</a> 2. <a href="#">RFID Solutions</a> 3. <a href="#">Vendor Managed Inventory (VMI)</a> - Discussion 6 (8/4-8/5)	Quiz 8 (5 questions: 10 min) (Due on 8/5)

<b>Week</b>	<b>Dates</b>	<b>Topics, Readings, and Activities (midnight on the date due)</b>	<b>Quiz Due Dates (midnight on the date due)</b>
5	Module 9 8/6-8/9	<b>Resource Management</b> <ul style="list-style-type: none"> <li>- Reading: Chapter 13</li> <li>- Lecture Powerpoint Handout</li> <li>- Youtube Videos (Due on 8/4)               <ol style="list-style-type: none"> <li>1. <a href="#">Better Inventory Control with MRP</a></li> <li>2. <a href="#">SAP Material Management Training</a></li> </ol> </li> <li>- Discussion 7 (8/6-8/9)</li> </ul>	Quiz 9 (5 questions: 10 min) (Due on 8/9)
	Module 10 8/10-8/11	<b>Lean Operating Systems</b> <ul style="list-style-type: none"> <li>- Reading: Chapter 17</li> <li>- Lecture Powerpoint Handout</li> <li>- Youtube Videos (Due on 8/11)               <ol style="list-style-type: none"> <li>1. <a href="#">Introduction to Lean Manufacturing</a></li> <li>2. <a href="#">TOYOTA Lean Manufacturing</a></li> </ol> </li> </ul>	Quiz 10 (5 questions: 8 min) (Due on 8/11)
	8/12 (Fri)	<b>Final Exam</b>	(12:01am – 11:59pm on 8/12)