1. COURSE DESCRIPTION

This course introduces and defines operations management (OM) in terms of its contribution to an organization and the activities it involves and how OM contributes to the overall betterment of society. We examine concepts of operations strategy and its various components, and show it relates to the firm's overall business strategy.

The authors of the textbook illustrate the importance of the development of new products and services to the competitiveness of a firm and how the associated processes need to be managed through the use of cost analysis and other means. We will examine quality management, quality control, and facilities planning with practical applications.

2. JUSTIFICATION

Operations management focuses on carefully managing the processes to produce and distribute products and services. Usually, small businesses don't talk about "operations management", but they carry out the activities that management schools typically associate with the phrase "operations management." Major, overall activities often include product creation, development, production, and distribution.

3. OBJECTIVES

a. GENERAL

Provide the students all the necessary tools in order to trace the operational strategies and plans of actions to accomplish the daily task of a business.

b. SPECIFIC

- Learn how to develop operational strategies that meet the Business strategies.
- Learn how to measure the efficiency in any process.
- Compute breakeven points of a firm.
- Apply basic quality concepts such as: Six-sigma, Benchmarking, functions of quality.
- Learn techniques to evaluate work performance.
4. COMPETENCIES

- Management of scarce human and material resources.
- Reduce levels of work-in-process inventory.
- Increase responsiveness to customer needs.
- Discover "hidden" capacities.

5. COURSE CONTENT OUTLINE

<table>
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<tr>
<th>DATES &amp; SESSIONS</th>
<th>SPECIFIC COMPETENCIES</th>
<th>CONTENTS</th>
<th>NON CONTACT HOURS</th>
<th>PAGES</th>
<th>HOMEWORK/PROJECTS/ASSESSMENTS</th>
<th>ASSESSMENT (performance indicators)</th>
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<tbody>
<tr>
<td>2010-08-30/31</td>
<td>Session 1</td>
<td>Describe operations Management Importance</td>
<td>Value Added, Manufacturing vs. Service</td>
<td>Discussion Questions</td>
<td>3-26</td>
<td>Environment</td>
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<tr>
<td>2010-09-01/02</td>
<td>Session 2</td>
<td>Scope, Type, Responsibilities of Operations Management</td>
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<td>Discussion Questions</td>
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<td>2010-09-06/07</td>
<td>Session 3</td>
<td>Explain Productivity Concepts</td>
<td>Planning and Decision Making</td>
<td>Case Study</td>
<td>27-50</td>
<td>Meditech CaseStudy</td>
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<td>2010-09-08/09</td>
<td>Session 4</td>
<td>Choose a Forecasting Technique</td>
<td>Types: Judgmental, Time Series, Associative Models</td>
<td>Discussion Questions</td>
<td>51-67</td>
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<td>2010-09-10/11</td>
<td>Session 5</td>
<td>Designing for Operations: Legal, Ethical, and other issues</td>
<td>Standardization, Mass Customization, Newness, and Changes</td>
<td>Case Study</td>
<td>69-97</td>
<td>Chrysler Corporation</td>
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<td>2010-09-12/13</td>
<td>Session 6</td>
<td>Evaluate Capacity, Cost and Efficiency</td>
<td>Efficiency and Utilization, Economies of Scale</td>
<td>Case Study</td>
<td>98-134</td>
<td>Steel_Works</td>
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<td>2010-09-14/15</td>
<td>Session 7</td>
<td>Determine solutions to Processes Implementation</td>
<td>Production Processes, Automation, and Layouts</td>
<td>Case Study</td>
<td>169-203</td>
<td>Reebok CaseStudy</td>
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<td>2010-09-16/17</td>
<td>Session 8</td>
<td>Recognize Labor Importance in Operations Mgmt</td>
<td>Job Design: Behavioral Approaches, Motivation, and Trust</td>
<td>Case Study</td>
<td>249-296</td>
<td>Hc_Stark CaseStudy</td>
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<td>2010-09-18/19</td>
<td>Session 9</td>
<td>Marketing Strategy, Cost, Growth, Depletion of Resources</td>
<td>Case Study</td>
<td>296-340</td>
<td>RFID Primer CaseStudy</td>
<td>Analyze optimum number of facilities</td>
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<td>2010-09-20/21</td>
<td>Session 10</td>
<td>Evaluate Location Alternatives</td>
<td>Trends in Locations</td>
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<td>2010-09-22/23</td>
<td>Session 11</td>
<td>Specify levels of Quality</td>
<td>Inspection, Statistical Control, Sampling, and Testing</td>
<td>Discussion Questions</td>
<td>385-410</td>
<td>Discussion Questions</td>
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<tr>
<td>2010-09-24/25</td>
<td>Session 12</td>
<td>Define Inventory Policies</td>
<td>Types, Functions, Objectives, and ABC Classification System</td>
<td>Discussion Questions</td>
<td>411-456</td>
<td>Discussion Questions</td>
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<td>2010-09-26/27</td>
<td>Session 13</td>
<td>Apply JIT Theory for Lean Production</td>
<td>Just In Time Concepts</td>
<td>Discussion Questions</td>
<td>457-474</td>
<td>Discussion Questions</td>
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</table>

6. METHODOLOGY

The course will have a number of components, including lectures, software demonstrations, hands-on work with the computers, quizzes, homework, and exams.

- Each class begins with a brief summary of the previous lecture.
- A daily lecture and PowerPoint presentation to highlight and elucidate the readings.
- Interspersed student involvement exercises and discussions.
- A summary of the main points.
- Lectures are given with the support of PowerPoint and a Projector.
7. EVALUATION

7.1 Assessment Criteria
- Class discussion
- Case Studies

7.2 Performance Markers
- Describes Operations Management Importance
- Explains Productivity Concepts
- Identifies the role of Engineering, and R&D
- Evaluates Capacity, Cost and Efficiency
- Evaluates Location Alternatives
- Defines Inventory Policies

7.3 Weighting
Unit Quizzes & Homework 30%
Unit Exams 70%

8. BIBLIOGRAPHY

8.1 REQUIRED
INTRODUCTION TO OPERATIONS MANAGEMENT BY: WILLIAM J. STEVENSON. 8TH EDITION/ MCGRAW HILL

8.2 COMPLEMENTARY
a) FUNDAMENTALS OF OPERATIONS MANAGEMENT BY: DAVIS, MARK. 4TH EDITION/ MCGRAW HILL (AVAILABLE IN LIBRARY)

b) OPERATIONS MANAGEMENT PRODUCING GOODS & SERVICES BY: DONALD WATERS.

8.3 HANDOUTS
Case Studies and Discussion Questions to be developed every weekend

8.4 WEBLIOGRAPHY
www.knu.edu.tw/knu1/web/teach/tan/2007ILSC
http://cscmp.org/career/certification.asp
www.ism.ws/certification/content.cfm?ItemNumber=4706&navItemNumber=15556
EBSCO DATABASE
9. FACULTY INFORMATION

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10.

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