



北京大學
汇丰商学院

Peking University HSBC Business School

Course Code Operations Management Module 1, 2016

Course Information

Instructor: Yingjie Lan

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Office Hour: Wed. 3pm-5pm

Teaching Assistant:

Phone:

Email:

Classes:

Lectures: Mon&Thur, 10:30am-12:20pm, 3:30pm-5:20pm

Venue: PHBS Building, Room 225

Course Website:

If any.

1. Course Description

1.1 Context

Course overview: This course aims at developing a solid understanding of the strategic importance of operations and how operations can provide a competitive advantage in the marketplace; understanding the relationships between the operations and other business functions; and developing an insight of designing and managing operations, and the related techniques.

Prerequisites: None.

1.2 Textbooks and Reading Materials

Textbook: Operations Management. Jay Heizer and Barry Render 11th Edition, Prentice Hall, New Jersey, 2014. Power points of the text book are used.

Reading materials: Operations Management, Richard B. Chase, F. Robert Jacobs and Nicholas J. Aquilano, Eleventh Edition, McGraw Hill, New York, 2006.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be	1.1. Our students will produce quality	Yes

effective communicators.	business and research-oriented documents.	
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	
	2.2. Students will be able to apply leadership theories and related skills.	
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	
	3.2. Our students will practice ethics in the duration of the program.	
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	
	5.3. Our students will demonstrate competency in critical thinking.	

2.2 Course specific objectives

This course will expose students to the 10 aspects of operations management decisions, and understand the strategic importance of these aspects working together in synergy to contribute to the success of a company. It will also put emphasis on getting the hands dirty by actually looking into the operations of a real manufacturing or a service company. Students will apply the concepts learned in class, understand how those companies operate and propose better alternatives to improve their operations management.

2.3 Assessment/Grading Details

1. Attendance: 20%
2. Homework: 30%
3. Project: 50% (presentation 30% + report 20%)

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected

plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

1	Introduction to Operations Management & The Global Environment and Operations Strategy	Chapter 1& 2 of the Text book
2	Product & Process Design	Chapter 5& 7 of the Text Book
3	Forecasting	Chapter 4 of the Text Book
4	Capacity Planning	Supplement 7 of the Text Book
5	Location Decisions	Chapter 8 of the Text Book
7	Layout Decisions	Chapter 9 of the Text Book
8	Managing Inventory	Chapter 12 of the Text Book
9	Managing Inventory	Chapter 12 of the Text Book
10	Aggregate Planning	Chapter 13 of the Text Book
11	Aggregate Planning / MRP and ERP	Chapter 13& 14 of the Text Book
13	MRP and ERP	Chapter 14 of the Text Book
14	Scheduling	Chapter 15 of the Text Book
15	Project Presentation	
16	Project Presentation	

Note: the order of contents may be changed as the instructor see fit.

4. Miscellaneous

None.