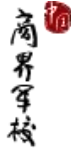




# PHBS

北京大学汇丰商学院



## MGT...

# Operations Management Module 4th, 2021-2022

## Course Information

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### **Instructor: Ehsan Bolandifar**

Office: PHBS Building, Room 646

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Office Hour: Tuesday-Friday 11:00-12:00 pm

### **Teaching Assistant:**

Phone:

Email:

Office hour:

### **Classes:**

Lectures: Tuesday-Friday 17:30-19:20

Venue: Online

## 1. Course Description

### 1.1 Context

Course overview:

The objective of this course is to provide students with an understanding of how the design, operation, and control of production/operation systems can most effectively produce and/or deliver goods and services to meet customers' needs. This understanding will help business major students to be familiar with the problems and issues confronting operations managers in real business, and provide them with language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations.

This course will emphasize applications rather than theories. However, the underlying logic of the concepts will be examined so that students will understand the principles upon which their approach is based.

### 1.2 Textbooks and Reading Materials

Jacobs, and Chase, Operations and Supply Chain Management –16<sup>th</sup> Edition, Irwin/McGraw Hill.

#### References:

1. Slack, Chambers, Johnston, Operations Management, Prentice Hall, 4th Edition, 2004
2. Krajewski, Ritzman, Operations Management, processes and Value Chains, Pearson Prentice Hall, 7th Edition, 2005
3. Keizer, Render, Operations Management, Person International Edition, 8th Edition, 2006

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	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.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	No
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems to provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of decision tools in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

### 2.2 Course specific objectives

After completing this course, students should be able to:

1. Understand the roles that Operations Management plays in a business. Integration of Operations decisions with Marketing and Finance decisions is critical. You will understand how Operations contributes to the success of the firm.
2. Understand the goals and objectives of Operations Management. We will discuss key decisions and trade-offs involved in effectively managing manufacturing and service operations.
3. Speak the language of Operations Management. You will become familiar with many special terms and concepts common to OM.
4. Learn OM techniques that are essential to products/services design, operations process design, management and improvement.

### 2.3 Assessment/Grading Details

There will be several homework assignments and a final examination. The breakdown towards the final grade is as follows:

Homework (individual)	20%
Midterm Test	30%

note that no late homework will be accepted without informing the instructor in advance the reasons of delay. Same policy applies to the final exam. No make-up exam will be given unless an excuse formally written by the student's parents (in case of family emergency), by a school official (in case of school related activity), or by a physician (in case of illness) is received by the instructor. Non-attendance without acceptable reasons will affect your grade unfavourably.

## 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

A tentative course schedule is as follows:

Lecture	Date	Content
1	3-May	Course Introduction
2	6-May	Strategy and sustainability-Strategic capacity management
3	10-May	
4	11-May	
5	13-May	Production Process
6	17-May	
7	20-May	Service Process
8	24-May	
9	27-May	Global Sourcing and Procurement
10	31-May	Midterm
11	7-Jun	Location, Logistics and Distribution
12	8-Jun	Demand Management and Forecasting
13	10-Jun	
14	14-Jun	
15	17-Jun	Inventory Control
16	21-Jun	
17	24-Jun	
18	28-Jun	Material Requirement Planning
19	TBD	Final exam