



# Lincoln University

## BA 307 – Operations Management

### COURSE SYLLABUS

Fall 2020

**Instructor:** Dr. Walter Kruz, DBA  
**Lecture Schedule:** Thursday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 1 (M1)  
**Office Hours:** Thursday, 11:00 AM – 12:30 PM,  
Room 402 **e-mail:** [wrkruz@lincolnuca.edu](mailto:wrkruz@lincolnuca.edu)  
**Main Textbook:** "Operations Management", by Stevenson. McGraw Hill. 13th  
Edition ISBN: 978-1-259-66747-3  
**Prerequisite:** *MATH 15 or BA 115*  
**Last Revision:** August 8, 2020

#### CATALOG DESCRIPTION:

The objective of this course is to prepare the graduate student for management of core operations of an organization. It will review core operations of manufacturing product design, sourcing and purchasing, scheduling and control, productivity improvements and overall supply chain design and management. In the industry, the course will review asset acquisition, business segments, production planning, job design, and overall productivity analysis and improvement.

#### EDUCATIONAL OBJECTIVES

By taking the course, students will learn three basic principles of modern operations management; supply chain management, product and service design, and quality management. Through additional materials and project work, students will become familiar with various industries, technologies, and products of their interest.

#### COURSE LEARNING OUTCOMES<sup>1</sup>

	Course Learning Outcome	Program LO	Institutional LO	Assessment activities
1	Demonstrate an ability to understand and apply the concepts and applications of Operations Management.	PLO 1	ILO 1b, ILO 2b	Homework, participation in the in-class discussions; case studies; quizzes;

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

				midterm/final exams
2	Demonstrate essential skills of managing and improving operations decisions in manufacturing and service organizations.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Participation in the in-class discussions; case studies; quizzes;
3	At the end of the course students will be able to demonstrate working knowledge of a variety of methods and tools used in managing and improving operations decisions.	PLO 3	ILO 2b, ILO 7b	Course project presentation, course project report; case studies; quizzes;
4	Be able to effectively organize team in working on a project, assign responsibility, delegate and lead.	PLO 5	ILO 4b, ILO 5b	Course project presentation; case studies

### INSTRUCTIONAL METHODS

**This is a direct classroom instruction course.**

This class offers a highly interactive learning environment. All students will expect to participate in class discussions, research findings, and class exercises. Short oral presentations may be assigned. Assignments may consist of textbook cases and research questions.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### CLASS ATTENDANCE

Attendance is a school requirement. Exams may include questions from class discussions.

### EXAMS

Typically, the class exams will consist of several exams of equal weight as well as homework and quizzes throughout the sessions. All exams are individual deliverables. These activities enable the student to accumulate points which will be used to calculate grade performance. Exams are designed to demonstrate a student's mastery of concepts being discussed and consist mostly of short answers and calculations related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow exam rules will earn 0 points or "F" grade for that exam.

### COURSE PROJECT

A project, if assigned, will consist of research describing various factors that integrate operational concepts such as quality, supply chain, and more for a given industry. A written report, following the APA standard, and including a Turnitin score, will summarize this research. A project outline is provided as guidance to complete the report.

**GRADING POLICY**

<b>Percentage</b>	<b>Grade</b>
90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
below 60%	F

<b>Weights</b>	
Homework	10%
Quizzes	5%
Midterm Exams (20% each) (3 exams)	60%
Team Research Project	25%
Total	100%

**SCHEDULE OF TESTING**

<b>Week</b>	<b>Test</b>
5	Exam 1
10	Exam 2
15	Exam 3

**PROPOSED CLASS SCHEDULE**

<b>Session</b>	<b>Activity</b>	<b>Assignment</b>
Session 1	Chapter 1 Intro to Ops, Class Project planning	Lecture, class exercise, video “What is OM”
Session 2	Chapter 2 Competitiveness, Productivity Chapter 3 Forecasting I	Write essay “All about productivity”
Session 3	Chapter 3 Forecasting II	Ch. 3, Problems 4, 6, 10, 12
Session 4	Chapter 4, 4S Product and Service Design	Develop a QFD matrix for a product of your choice
Session 5	Exam 1	
Session 6	Chapter 5 Strategic Capacity Planning	Ch. 5, Problems 1,2,3
Session 7	Chapter 15 Supply Chain Management	Read online tutorial
Session 8	Chapter 13 Inventory Management I	Ch. 12, Problems: 4, 7, 14
Session 9	Chapter 13 Inventory Management II	Short Report: Six sigma
Session 10	Exam 2	
Session 11	Chapter 12 MRP and ERP	Short Report: The ABCs of ERP
Session 12	Chapter 9 & 10 Quality Management	Short Research Paper
Session 13	Chapter 18 Management of Waiting Lines	Ch. 18, Problems 3, 5, 7 - Submit report
Session 14	Review	
Session 15	Exam #3	