



Bethesda University

730 North Euclid Street, Anaheim, California 92801 Tel: (714)517-1945, Fax: (714)683-1440

MBA 502 OPERATIONS MANAGEMENT Fall 2015

Haksu Han	
Class Hour: Monday, 6:50pm-9:20pm	Class Room: 209
Office: TBA	Phone: (651) 210-1034
Office Hours/ Consultation: Monday, 3:30pm-4:00pm by appointment	E-mail: haksuoppa@buc.edu
TA: TBA	Credit Unit: 3

A. Bethesda University Mission Statement

Bethesda University is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society.

B. Relationship of Course to Bethesda University's Mission

This course helps students understand and equipped with operations management knowledge to be leaders in the fast changing business world.

C. Course Description

Operations Management is concerned with the management of resources and activities that produce and deliver goods and services for customers. Efficient and effective operations can provide an organization with major competitive advantages since the ability to respond to customer and market requirements quickly, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share. As competition becomes fiercer in an increasingly open and global marketplace, a company's survival and growth become greatly contingent on its ability to run its operations efficiently and to exploit its resources productively.



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D. Course Objectives & Student Outcomes

The basic objectives of this course are: (1) to help the student gain an exposure to the spectrum of operations management planning and decision-making activities, (2) to help the student to obtain insights into the basic trade-offs associated with operations management decisions, (3) to introduce a variety of tools and techniques for helping operations managers implement their decisions and reach their goals.

Upon completing this course, students should be able to:

- understand the strategic role of operations management in creating and enhancing a firm's competitive advantages
- understand key concepts and issues of OM in both manufacturing and service organizations
- understand the interdependence of the operations function with the other key functional areas of a firm
- apply analytical skills and problem-solving tools to the analysis of the operations problems

	Expected Student Outcomes	Assessment Used to Measure Outco
Spiritually	Professional ethics for professional manager	Discussion and exercising
Intellectually	Understand how to apply operations management knowledge to the real world	Test and quiz
Socio-Emotively	Returning company accomplishments to community	Exercising and project
Vocationally	Equipped with professional knowledge and skills for problem solving	Test and project

E. Teaching/Learning Methods

Lecturing, collaborative learning, discuss cases, group project

F. Required Textbook(s)

No.	Title	Author	Publisher	Library code	Year
1	Operations Management, Twelfth Edition	William J. Stevenson	McGraw-Hill Education	ISBN-10: 0078024102 ISBN-13: 9780078024108	2014



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G. Recommended Reading and Other Course Resources (All reserved for reading)

Please, provide at least 5-10 recommended book on the subject and prioritize by importance and popularity. The library will try to buy those books if not already there.

No.	Title	Author	Publisher	Library code	Year
1	OM 4, 4 th Edition	David A. Collier and James R. Evans	South-Western	ISBN-10: 1133372422 ISBN-13: 9781133372424	2013
2	7 Days Inn: Operations Strategy	Gang Chen and Liang Xu	Richard Ivey School of Business, The University of Western Ontario		2012
3	Google Car	Karim R. Lakhani, James Weber, and Christine Snively	Harvard Business School		2014
4	McDonald's (in 2013): How to Win Again?	Marne L. Arthaud-Day, Frank T. Rothaermel, and Justin Collins	McGraw Hill Education		2014
5	Samsung Electronics: TV in an Era of Convergence	Karim R. Lakhani, Marco Iansiti, Kerry Herman	Harvard Business School		2014

H. Course Calendar/Schedule, include the following

N	Date	Theme	Reading	Assignments
1	8/24/15	Introduction	Chapter 1 and 2	
Last Day to Request Add/Drop is Friday of First Week				
2	8/31/15	Forecasting/Product and Service Design/Strategic Capacity Planning for Products and Services	Chapter 3, 4 and 5, Case 1: McDonald's	Prepare discussion for the Case 1



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3	9/7/15	Labor Day – No School		
4	9/14/15	1. Presentation for case 1 2. Process Selection and Facility Layout/Work Design and Measurement	Chapter 6 and 7	
5	9/21/15	Location Planning and Analysis	Chapter 8, Case 2: Samsung Electronics	Prepare discussion for the Case 2
6	9/28/15	Management of Quality/Quality Control	Chapter 9 and 10	
7	10/5/15	Aggregate Planning and Master Scheduling	Chapter 11, Case 3: Google Car	
8	10/12/15	Mid-term – Google Car		
Last Day to Request Grade Withdrawal “W” is Friday of 8 th Week				
9	10/19/15	Inventory Management/JIT and Lean Operations	Chapter 13 and 14	
10	10/26/15	Supply Chain Management	Chapter 15, Case 4: Southwest Airlines	Prepare discussion for Case 4
11	11/2/15	Scheduling	Chapter 16	
12	11/9/15	Project Management	Chapter 17	
13	11/16/15	Management of Waiting Lines	Chapter 18	
14		Thanks Giving Break		
15	11/30/15	Linear Programming	Chapter 19	
Last Day to Request Grade Incomplete “I” is Friday of 15 th Week				
16	12/7/15	Final		

I. Assignments

- Read next chapter and cases for the next class.
- Group project and presentation: to be announced in class.

J. Evaluation/Assessment Rationale for Grade Determination

1. Grade Assessment

Class participation is an important part of the class development, counting for 20% of the grade, as is presenting a project, counting for 20% of the grade. The midterm exam will count 20%



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towards the final course grade, and a cumulative final exam makes up the remaining 40% of the class grade.

2. Grade definition

- A Excellent
- B Good
- C Satisfactory
- D Poor
- F Failure

3. Grade scale

Letter Grade	Numeric Grade	Grade Points
A	95-100	4.0
A-	90-94	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	59 or below	0

K. Course Policies

1. Attendance, Preparation, and Participation:

Students are expected to attend class more than 80% per semester and to provide absence notice to the instructor in advance. Students are expected to read slides to be provided to students prior to class as well as textbooks to be ready for lecture and class discussion. Students are encouraged to participate in class discussion, which will be a part of course grading.

2. Deadlines:

Assignments are to be submitted by the next class. Late assignments will be still accepted but have 20% late penalties.



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3. **Advance Assistance:**

Contact information and office hours for Teaching Assistants (TAs) will be posted on the course website by the end of the second week of class.

4. **Assignment Options:**

Not Applicable

5. **Make up work:**

Students who submitted a written absence notice in advance can make-up the missing class by submitting extra assignments or projects.

6. **Extra-credit work:**

If you lead the class discussion or write a 2-3 page analysis of a newspaper or magazine article that I approve, your score will replace your lowest homework score.

7. **Emergency procedures:**

If emergencies arise, it is expected that you will meet with the instructor during office hours or by appointment via email to work-out a realignment of the grading protocol, including providing verifiable documentation for emergency-based missed deadlines. There will be no realignment of the grading protocol for any student unless it is due to an unforeseen emergency.

8. **Other policies on Withdrawal and Grade Permanence, Academic Integrity, and Appeals and Grievance procedures refer to the Student Handbooks and Catalog.**

Not Applicable

L. Support Services

Applicable

M. Bibliography

Applicable