



Shanghai University of Finance & Economics

2020 Summer Program

BUS 230 Introduction to Operations Management

Course Outline

Term: June 1 – June 26, 2020

Class Hours: 16:00-17:50 (Monday through Friday)

Course Code: BUS 230

Instructor: Rakesh Niraj, Ph.D.

Home Institution: Case Western Reserve University

Office Hours: TBA

Email: rniraj1@gmail.com

Credit: 4

Class Hours: This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

Course Objectives:

This course is an introduction to the field of operations management. This course discusses how contemporary organizations can effectively and efficiently manage designing goods and services, designing manufacturing processes, scheduling and forecasting, improving and assuring quality, and supply chain management. The topics covered including strategic issues and operational decisions are theoretical and quantitative in nature. This course is important for professionals in all business concentrations as it explains frameworks and analytical tools that help understand core operational concepts in contemporary organizations.

Required Textbooks: OM4 or OM5 (by David Collier and James Evans), 4LTR Press, Cengage Learning Publications.

Grading & Evaluation:

Quizzes:	3 quizzes – 10 points each: 30%
Case write-ups:	3 Case write-ups – 5 Points each: 15%
Final Examination:	One comprehensive examination – 50%
Class Participation:	5%



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Weekly quizzes will be given during first three weeks. The content of each quiz will be non-cumulative, ending at the previous day. Material from Chapters 1-3 will be covered in Quiz 1, material for Chapters 4,6 and 7 will be covered in Quiz 2 and material from Chapter 8-11 will be covered in Quiz 3.

Many cases included as end-of-chapter cases in the textbook will be discussed in class sessions. First three Fridays, write-ups on three specified cases will be required to be submitted during the TA discussion session. Specific questions will be identified to focus the write-up.

Final exam will be given on the last day of the course (Friday June 26th). This will be comprehensive and will cover all material covered during the course. The exam will be closed-book and will have a mix of multiple choice and short answer (including calculations) questions. More details about the exam will be provided by the end of second week of the course.

Student participation in the class sessions is encouraged. Class participation grades will be assessed based on attendance as well as quality of inputs and answers to questions during the class sessions.

Student grade points from individual assignment (quizzes, case write-ups, etc.) will not be curved. All points obtained by the students in different assignments will be added and the final grades will be assigned as follow:

90.0% and above:	A
80.0% to 89.99%:	B
70.0% to 79.99%:	C
60.0% to 69.99%:	D
59.99% and below:	F



Course Schedule

Week1 (June 1 to June 5)

Session 1: Course Introduction: Goods, Services and Operations Management (Ch. 1)

Session 2: Value Chains (Ch. 2)

Session 3: Measuring Performance in Operations (Ch. 3)

Session 4: Review/Catch-up + Quiz 1

Case Discussion 1: Write-up required for BankUSA: Credit Card Division Case

Week2 (June 8 to June 12)

Session 5: Operations Strategy (Ch. 4)

Session 6: Goods and Service Design (Ch. 6)

Session 7: Process Design (Ch. 7)

Session 8: Facility and Work Design (Ch. 8) Review/Catch-up + Quiz 2

Case Discussion 2: Write-up required for Hopewell Hospital Pharmacy Case

Week3 (June 15 to June 19)

Session 9: Supply Chain Design (Ch. 9)

Session 10: Capacity Management (Ch. 10)

Session 11: Forecasting and Demand Planning (Ch. 11)

Session 12: Review/Catch-up + Quiz 3

Case Discussion 3: Write-up required for BankUSA: Forecasting Help Desk Demand by Day Case

Week4 (June 22 to June 26)

Session 13: Managing Inventories (Ch. 12)

Session 14: Resource Management (Ch. 13)

Session 15: Operations Scheduling and Sequencing (Ch. 14)

Session 16: Quality Management and Quality Control (Chs. 15 and 16)

Final Exam – Friday June 26th – 2 Hrs