

TRINE
UNIVERSITY
COURSE SYLLABUS

COURSE TITLE: Operations Strategy & Management **TERM & YEAR:** Fall 1, 2021

COURSE & SECTION NUMBER: MGT 543 1D1 **TIME & PLACE:** Online & Detroit

NUMBER OF CREDIT HOURS: 3

COURSE DESCRIPTION: This course examines the central role of operations in both manufacturing and service enterprises. Topics include quality management, design of goods and services, layout, scheduling, project management, inventory management, supply chain management, and purchasing activities within the firm.

PREREQUISITES: Graduate standing.

REQUIRED TEXT:

Heizer, J. & Render, B. (2017). *Principles of Operations Management*. 10th Ed. **with MyOMLab Access Card for Principles of Operations Management 10th Ed.** New Jersey: Pearson

- Print textbook and MyOMLab Access Card ISBN: ISBN-13: 978-0-13-442241-1
- E-textbook and MyOMLab Access Card ISBN: ISBN-13: 978-0-13-418384-8
- My OMLab Access Card (no e-text) ISBN: ISBN-13: 978-0-13-418408-1
- E-textbook rental for semester ISBN: ISBN-13: 978-0-13-418397-8
- Publisher website – MyPearsonStore
<http://www.mypearsonstore.com/bookstore/principles-of-operations-managementsustainability-9780134422411>

LEARNING OUTCOMES:

Upon completion of this course, the student should be able to:

1. Assess how an effective operations strategy helps a company or organization improves operational productivity in order to create and maintain competitive advantage in a global economy.
2. Demonstrate competency in analyzing critical decisions in manufacturing and service organizations and discover how to reduce costs with effective operations management principles.
3. Evaluate location and facility layout strategies in relation to the success of every organization.
4. Analyze how product design, quality, and process strategy impacts productivity and profitability of a business.
5. Analyze operational management situations and demonstrate an ability to make ethical management decisions.
6. Demonstrate effective analytical and communication skills.

COURSE REQUIREMENTS

ATTENDANCE/PARTICIPATION:

Students are expected to participate fully in each online course week. Student participation is governed by activity completion requirements. Each activity and assignment in the course room has a check box next to it. In order to progress through each week, students must complete each activity or assignment before moving to the next activity or assignment. The check boxes will indicate completion of each course component.

If a student does not complete three (3) weeks of class activities and assignments, he or she will be administratively dropped from the course and earn an "F" for the final course grade.

WEEKLY ACTIVITIES AND ASSIGNMENTS:

All activities and assignments are expected to be completed and submitted in the Moodle course room on or before the established due date and time. Late assignments will NOT be accepted after the due date listed on the Course Schedule.

Internet access problems are never an excuse for late or incomplete work. You should identify an alternative Internet access source you can access in the event of Internet service problems. (e.g. mobile device hotspot, Starbucks, local library, Trine campus).

There will be no curve on individual assignments/exams or on final grades. Extra credit is not available.

All weekly activities assignments must be completed by Sunday of each week, by 11:59 P.M. Eastern Time.

- **Review of Learning Module**

Purpose: In order to clearly understand the scope and sequence of required activities for the week, students must download and review the learning module. Completion of this activity will empower students to successfully navigate the course materials and assignments.

Content/Materials: PDF Document located first in each weekly course module

Evidence of Completion: Activity Completion box checked (automatic upon download)

- **Review of Video Lecture**

Purpose: The weekly PowerPoint Lecture is provided as both a video and a PDF document. The video presentation provides explanations and illustrations of key course concepts addressed in the week's assigned text readings. Students must view the video, and the PDF document is available for reference. It is suggested that students download the PDF document weekly and use it for note-taking while viewing the video.

Content/Materials: Video/PDF review.

Evidence of Completion: Activity Completion box checked (automatic upon viewing/download)

- **Chapter Self-Check Quiz**

Purpose: The Chapter Self-Check Quiz is an opportunity for students to check their understanding of key course concepts in a low-risk context. **Students may complete the quiz an unlimited number of times during the week.** The quiz closes at the end of the week.

Content/Materials: Each quiz contains application, analysis, synthesis, and evaluation questions related to the weekly assigned readings.

Points Possible: 20 per quiz. The highest grade attained on the quiz will be recorded in Moodle.

Evidence of Completion: Activity Completion box checked (automatically upon completion of the quiz).

- **Virtual Company Tour & Review**

Purpose: Each week students participate in a virtual tour of a functioning organization using Internet-based video, diagrams, photos, and documents for the purpose of considering examples of the concepts presented in the text. Virtual Company Review questions encourage students to analyze the ways in which the concepts are demonstrated in the organization.

Content/Materials: Links to each Virtual Tour are accessed via Moodle links to web resources. Review questions are presented as a quiz activity within Moodle. Students should use weekly text readings and supplementary readings to direct their responses to Analysis questions.

Points Possible: 20 points for completing the Review questions. **Students have one opportunity to complete the questions.**

Evidence of Completion: Activity Completion boxes checked (automatically upon accessing the virtual tour sites and completing the Review questions).

- **Live Company Tour Field Visit and Reflective Discussion Board Post** The class will meet on Saturday, September 25 from 9:30 AM until 5:00 PM at the Henry Ford Campus to tour the Henry Ford Museum of American Innovation and tour the Ford Rouge Factory in Detroit, MI. During the experience, participants should note observations in order to prepare a 250+ word original discussion board post that relates observation/findings to the 10 types of strategic decisions made, and the historical evolution of those decisions, within the Operations Management discipline. These decisions are the theoretical framework for our course, introduced in Week 1 and addressed throughout the course. Students MUST attend the Field Visit in order to submit the Discussion Board Post.

NOTE: In the event that the Henry Ford Campus is not accessible due to COVID-19 restrictions, the live class meeting will take place on Sunday, September 26 at the Trine Detroit Campus Classroom #1, from 9:30 AM until 3:00 PM

Points Possible: The Discussion Board post score (out of 60 points) will be divided by 3 and will replace your three lowest Virtual Tour Review or Video Case Study scores. If All VTR and VCA scores are 20/20, then the student will receive 20 extra credit points for the Discussion Board Post.

Evidence of Completion: Attendance at the Field Visit and submission of Discussion Board Post by Sunday, 9/26, at 11:59 PM.

- **Video Case Study & Analysis**

Purpose: Each week students view a case study video and supplementary readings which connect concepts from the textbook and PowerPoint lectures to real-world situations in which the theories and models are used. Video Case Study Analysis questions engage students in considering and applying theory to practice to address operations problems and challenges.

Content/Materials: Each case study is aligned with specific topics from the weekly assigned readings. The case study videos and supplementary readings are accessed via Moodle links to the MyOMLab publisher website. Analysis questions are presented as a quiz activity within Moodle. Students should use weekly readings and supplementary readings to direct their responses to Analysis questions.

Points Possible: 20 points for completing the Video Case Study Analysis questions.

Students have one opportunity to complete the questions.

Evidence of Completion: Activity Completion boxes checked (automatically upon accessing the case study and completing the Analysis questions).

- **Midterm & Final Exam**

Purpose: At the midpoint and end of the course, student mastery of course concepts is assessed through timed (3-hour), multiple-choice examinations consisting of 80 comprehension, application, analysis, synthesis, and evaluation-level questions.

Content/Materials: Each examination addresses content from previously-assigned readings, videos and quizzes. The final exam is NOT cumulative. The exams are presented as quiz activities in the Moodle course room. Students may use the textbook, notes and PPT slides when taking the exams.

Points Possible: Each examination is worth 160 points, 2 points for each question answered correctly. **Students have one opportunity to complete each exam.**

Evidence of Completion: Activity Completion boxes checked (automatically upon completing the exams). The exams will open and close on the time and day specified in the Moodle course Room. Please note: exam times and dates are Eastern (Indiana) time and will not be modified. **Respondus Browser Lockdown is used for these assignments.**

GRADING/EVALUATION: Grades are based upon total points earned as detailed below:

Activity/Assignment	Points	Percentage of grade
Chapter Self-Check Quiz	260 points (20 each)	28%
Virtual Company Tour & Review	160 points (20 each)	18%
Video Case Study & Analysis	160 points (20 each)	18%
Field Visit Discussion Board Post	60 points (replaces 3 lowest VTR or VCSA scores) or 20 XC points	Replacement or XC points
Midterm Exam – Week 5	160 points	18%
Final Exam – Week 8	160 points	18%
TOTAL	900 Points	100%

Assignment grades will be issued as points earned out of points possible. Final course grade is determined by total number of points earned out of points possible, rounded to the closest whole number. For example, 87.50 will be rounded up to 88. 87.49 will be rounded down to 87.

A	93% and above
B+	87-92%
B	81-86%
C+	75-80%
C	70-74%
F	Below 70%

OTHER POLICIES:

Please review policies and resources listed in the **University Policies and Resources** section of the Moodle course room.

ELECTRONIC COMMUNICATION WITH YOUR INSTRUCTOR During the week, students can

expect me to respond to an email or voicemail message within 24 hours. During the weekend, response could be as long as 48 hours. I do not check email or my office voicemail regularly on Saturday and Sunday. It is your responsibility to plan ahead.

If you chose to communicate with me through email, your assumption must be that if I do not respond to you that I have not received your email. If you do not receive a response from me, this would indicate that the issue is still open and additional communication is required by the student. (In other words, send it again if you don't hear back.)

The syllabus can be modified by the instructor at any time. Students will receive notification if anything has been changed in the requirements for the course.

ACADEMIC MISCONDUCT:

Trine University prohibits all forms of academic misconduct. Academic misconduct refers to, but is not limited to, the following activities:

- Copying another person's work and claiming it as your own, or submitting the same paper in two different courses without knowledge and consent of the instructor (plagiarism);
- Using the work of a group of students when the assignment requires individual work;
- Looking at or attempting to look at an examination before it is administered;
- Using materials during an examination that are not permitted;
- Allowing another student to take your examination for you;
- Intentionally impeding the academic work of others;
- Using any electronic device to transmit portions of questions or answers on an examination to other students;
- Using any electronic device to improperly store information for an exam; •
 Knowingly furnishing false information to the University; • Assisting other students in any of the acts listed above.

Moreover, a student is expected to submit his/her own work and to identify any portion of work that has been borrowed from others in any form. An ignorant act of plagiarism on final versions and minor projects, such as attributing or citing inadequately, will be considered a failure to master an essential course skill and is considered Academic Misconduct. A deliberate act of plagiarism, such as having someone else do your work or submitting someone else's work as your own (e.g., from the Internet, fraternity file, etc., including homework and in-class exercises exercise, written work, printing, design, computer program), is also Academic Misconduct and will result in more serious penalties.

In situations of Academic Misconduct, the instructor has the authority to award a failing grade on the assignment in question or a failing grade for the course. Upon approval by the appropriate Dean, Academic Misconduct may also result in expulsion from the University. (Policy statement from *Trine University Course Catalog Fall 2015*, p. 81-82)

ACCOMODATION

A student with a disability who plans to request accommodations needs to self-identify with Trine concerning his or her disability by contacting Michelle Blank, Director of Academic Support at (260) 665-4179. Please visit the Accessibility and Accommodations website for more information: <https://trine.edu/academics/success/disability-accommodations.aspx>

TECHNOLOGY REQUIREMENTS:

Reliable Internet service is required at all times for this course. Internet access problems are never an excuse for late or incomplete work. You should identify an alternative Internet access source you can access in the event of Internet service problems. (e.g. mobile device hotspot, Starbucks, local library, Trine campus).

This course employs a rich variety of learning technologies. Each week's assignments require use of online My OM Lab course tools embedded in Moodle. Students are expected to watch videos/ presentations on-line, do online research, and submit all responses to quizzes and tests electronically using the tools in the course room.

In order to access MyOM Lab activities and assignments, students must purchase and register the MyOM Lab Access Code that accompanies the purchased textbook.

Students must also have access to PowerPoint and Adobe Acrobat Reader to view the PowerPoint and PDF files that supplement each chapter.

Student computing devices must conform to the following systems and settings in order to be able to access and use course resources and My OM Lab:

Internet Connection: Cable/DSL, T1, or other high-speed for multimedia content; 56k modem (minimum) for tutorials, homework, and testing. **Memory:** 64 Mb RAM

Minimum screen resolution: 1024 pixels wide by 768 pixels high

Windows OS and Browser

- Windows 8 (Internet Explorer 10 Desktop, Firefox 16.02 - 17.x, Google Chrome 21 – 23)
- Windows 7 (Internet Explorer 8, 9, Firefox 10.x - 17.x, Chrome 16 – 23)
- Windows Vista (Internet Explorer 8, 9, Firefox 10.x - 17.x, Chrome 16 – 23)
- Windows XP (Internet Explorer 8, 9, Firefox 10.x - 17.x, Chrome 16 – 23)
- Internet Explorer 8 or later; or Firefox 10 or later, or Chrome 16 or later

Mac OS and Browser

- OS X 10.8 Mountain Lion (Safari 6, Firefox 17.x, Chrome 19 – 23)
- OS X 10.7 Lion (Safari 4, 5, 6, Firefox 10.x - 17.x, Chrome 16 – 23)
- OS X 10.6 Snow Leopard (Safari 4, 5, Firefox 10.x - 17.x, Chrome 16 – 23)
- OS X 10.5 Leopard (Safari 4, 5, Firefox 10.x - 16.x)

Browser Settings:

- Pop-up windows must be allowed.
- Session cookies must be enabled.
- Javascript must be enabled.

Media Player:

Please ensure that the default media player (e.g. Windows Media Player for your operating system) is installed and up-to-date.

MGT 543 Course Learning Outcomes Addressing Program Objectives Matrix

Course Learning Outcomes:	Program Objective 1: Develop and lead a technical group or organization.	Program Objective 2: Drive the fiscal and financial processes of a corporation at a managerial level.	Program Objective 3: Develop professional communications skills in public speaking, public relations, and electronic media.	Program Objective 4: Manage, direct, and evaluate the output of a technical organization to ensure that the work meets the quality, cost, delivery and ethical standards.
1. Assess how an effective operations strategy helps a company or organization improves operational productivity in order to create and maintain competitive advantage in a global economy.	X	X		X
2. Demonstrate competency in analyzing critical decisions in manufacturing and service organizations and discover how to reduce costs with effective operations management principles.	X	X		X
3. Evaluate location and facility layout strategies in relation to the success of every organization.				X
4. Analyze how product design, quality, and process strategy impacts productivity and profitability of a business.				X
5. Analyze operational management situations and demonstrate an ability to make ethical management decisions.	X			X
6. Demonstrate effective analytical and communication skills.				