

OTM 300
OPERATIONS MANAGEMENT
FALL 2008

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Office Hours: Monday 11-12
Tuesday 1-3
Wednesday 11-12
Thursday 1-3
or by appointment

Class	LEC 1	9:55-10:45, Monday & Wednesday, 2120 Grainger Hall
Meetings:	LEC 2	1:20-2:10, Monday & Wednesday, 2120 Grainger Hall
	LEC 3	2:25-3:15, Monday & Wednesday, 2120 Grainger Hall
		Discussion Sections Fridays (as scheduled)
Teaching Assistants:		Mukund Chavan, chavan@wisc.edu , 1290 Grainger
		Eric Hennen, ehennen@wisc.edu , 1290 Grainger
		Ruchira Sharma, rsharma2@wisc.edu , 1290 Grainger
Required Materials:		Jacobs and Chase, <u>Operations and Supply Management: The Core</u> , (McGraw-Hill/Irwin, 2008)
Course Web Page:		access through http://courses.bus.wisc.edu
Course Objectives:		This course is designed to provide the student with an overview of the production/operations function within an organization. The principles and tools developed in this class will apply to processes and managerial decision-making in a wide variety of organizations across the manufacturing industry, service industries, and non-profit and government agencies. The four broad areas of study will be as follows:
		<ol style="list-style-type: none">1. Strategy2. Processes3. Supply Chains4. Inventory

Within these areas, we will focus on the tradeoffs and the types of decisions to be made and, where appropriate, on particular models and tools that can be useful in making those decisions. Emphasis will be placed on how these decisions are interrelated and on their strategic implications for the firm. Finally, we will consider how the operations function fits in with the other functional areas of the firm. It is important to understand that, regardless of your functional responsibility within your organization, a basic understanding of operations principles and tools can enable you to function more efficiently and effectively.

**Grading
Breakdown:**

Midterm Exam 35%	Final Exam 35%	Quizzes 15%	“Operations in Action” Project 15%
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Exams: the midterm exam will consist of approximately 25 multiple choice questions and six problems or short essay questions; the final exam will be fifty multiple choice questions; all exam questions will be drawn from lectures, discussions, and practice problems

Quizzes: true/false questions and problems; 7 quizzes will be given during the Friday discussion sessions; the lowest 2 quiz grades will be dropped

“Operations in Action” Project: students will form groups of four for this assignment; more details are provided at the end of this document

**Grading
Scale:**

A(92+) AB(88-92) B(82-88) BC(78-82) C(70-78) D(60-70) F(<60)

**Course
Policies:**

Makeup policy: Makeup exams may be taken if a student has three exams in 24 hours or if the timing of the exam directly conflicts with another exam or regularly scheduled class meeting. Students will have the opportunity to sign up in lecture for makeup exams 1-2 weeks prior to the exam date. Makeup quizzes may be taken if the student has a legitimate conflict (e.g., illness, interview, family issue). Students wanting to take a makeup quiz must notify the instructor in advance except in the case of a medical or family emergency. Makeup quizzes will be given during office hours no later than Tuesday of the week following the quiz. No student may take more than two makeup quizzes during the semester.

Academic dishonesty: Students cheating on an exam or quiz will receive a grade of zero for the exam or quiz in question. In addition, all incidents of academic dishonesty will be referred to the Dean of Students for disciplinary action. More information is available at www.wisc.edu/students/saja/misconduct/misconduct.html.

Participation: Each student should bring a calculator to class every day. At a minimum, students are expected to attend lecture and discussion sections regularly, to listen attentively and take careful notes in lecture, and to participate appropriately during lecture. Students are encouraged and expected to ask questions and to participate in class discussions, problem calculations, and other in-class exercises. Participation in lecture and in discussion sessions may have an impact on final course grades in borderline cases.

Practice Problems: Practice problems will be assigned from the text book and in-class handouts. The practice problems will not be collected for a grade, but completing them will help to prepare you for similar problems that will appear on the exams and quizzes. Solutions will be posted on the course web page. If you have trouble with any of the practice problems please talk with the instructor or one of the teaching assistants for assistance.

Date	Topic	Assignments
9/3	Course Overview / Introduction	
STRATEGY		
9/8	Operations and Supply Strategy	Chapter 1
9/10	Operations and Supply Strategy	
9/15	Project Management	Chapter 2
9/17	PERT/CPM	
9/19	Quiz 1	
PROCESSES		
9/22	Strategic Capacity Management	Chapter 3
9/24	Strategic Capacity Management	
9/29	Strategic Capacity Management	
10/1	Process Analysis	
10/3	Quiz 2	
10/6	Process Analysis	
10/8	Process Analysis	
10/13	Manufacturing Processes	Chapter 4
10/15	Service Processes	Chapter 5
10/17	Quiz 3	
10/20	Service Processes	
10/22	Review for Midterm Exam	
10/22	Midterm Exam 7:15-9:15 PM	
10/24	No Discussion	
Date	Topic	Assignments
SUPPLY CHAINS		
10/27	Quality Management	Chapter 6

“Operations in Action” Assignment Details

The are two primary objectives for this assignment. The first is to give students some exposure to operations in a functioning organization. The second is to give students a chance to compare theory, as developed in the course, with practice, as observed in the chosen organization. The paper should be based in part on a site visit and personal interviews with employees and managers of the chosen business, but must also tie into operations topics covered during the course. At least three references, not including the text, should be used for the theory portion of the paper. Any type of organization is acceptable, subject to the instructor’s approval.



The project will be completed in groups of four students. All students should participate in the site visit(s), and the rest of the work may be split up as the group members see fit. After the projects are turned in, all students will do a brief written evaluation of their group members. If a particular group member has not done his fair share of the work, then his grade will be lowered accordingly. Students doing none of the work will receive a score of zero for the project.



Students are encouraged to select topics that are of interest to them; it is often possible to find areas where operations overlaps with a student’s major or other interests. All topics must be approved by the instructor, so if you are interested in a topic it cannot hurt to ask if it is appropriate.

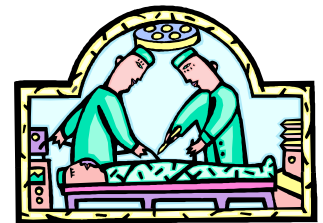
Assignment Deadlines

List of Group Members: September 12th

- one-page list of group members and email addresses

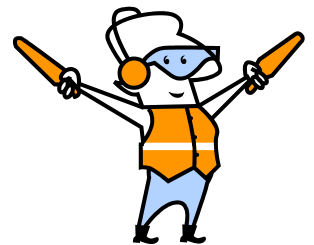
Company and General Topic Area: September 26th

- one-paragraph discussion of organization and topic selected
- examples of general topic areas: quality, production planning, customer service, staffing, information technology in operations
- include group member names and email addresses



Specific Topic Choice: October 17th

- examples of specific topic choices: implementing a six-sigma quality program, line balancing, service recovery, analyzing demand patterns, installing an enterprise resource planning (ERP) system
- include group member names and email addresses



Projects Due: November 7th

- seven to ten pages double-spaced (12-point font)
- cover page with title, group member names and email addresses
- staple once in the upper left corner (no folders or binders please)

Suggested Format

1. Overview of organization (2 pages)
2. Overview of topic – explain the basic ideas or theory (3 pages)
3. Description of topic as applied to the organization; compare and contrast theory and practice; provide insights as to why things are the same as or different than expected (4 pages)
4. Conclusion – lessons learned, questions raised, etc. (1 page)

Assignment Grading

Content (90 pts.)	<ul style="list-style-type: none"> ➤ Brief overview of organization (15 pts.) <ul style="list-style-type: none"> - organizational size, where does your site fit into the larger organization - overview of markets, products, and services - list of major competitors
	<ul style="list-style-type: none"> ➤ Overview of topic (25 pts.) <ul style="list-style-type: none"> - explain the basic ideas or theory – at least three references in addition to the text - major and minor points covered in an organized fashion - demonstrate sufficient knowledge/research of topic
	<ul style="list-style-type: none"> ➤ Description of topic as applied to the organization (35 pts.) <ul style="list-style-type: none"> - describe how the theory is applied in this particular organization - compare and contrast theory and practice - provide insights as to why things are the same as or different than expected - show some original thought, creativity
	<ul style="list-style-type: none"> ➤ Conclusion (15 pts.) <ul style="list-style-type: none"> - Recap of major points - Recommendations, takeaways, opinions
Presentation (10 pts.)	<ul style="list-style-type: none"> - Cover page - Grammar, spelling, punctuation - Appropriate use of tables, figures, graphs