

**SYLLABUS
(UACJ EDUCATION MODEL 2020 VISION)**

I. Course Identifiers

College:	Social Sciences and Management College	Method:	Lecture
Department:	Management Sciences Department	Credits:	8
Course Name:	Principles of Operations Management	Make-over exam:	Yes
Program:	Business Management	Type:	Core Course
Course Number:	CIA 983314	Kind:	Lecture
Level:	Intermediate	Hours:	64 Hrs.

II. Course Placement

Academic Background:	Fundamentos Básicos de la Administración	Course Number:	CIA 983114
Following Courses:	Taller de Inglés para Negocios		HUM 9835
	Value and Supply Chain Management	Course Number:	CIA 983414

III. Academic Background

Basic Knowledge:

- Of management as a science and conceptualization of the management process including principles, plans, business structures and the complete operation of an organization.

Skills:

- Be able to work different problems that will help to make an efficient business decision.

Behavior and values:

- Ethical values with respect to the development of assignments, collaboration, respect to the work teams, purposeful attitude of personal advancement and desire to develop projects.

IV. General Purpose Statements

The students will achieve the fundamental competencies of the management operations in the organization. This course is designed so that the students will know the activities of the operations environment taking into account the dynamic nature of the markets and the sudden changes in the desires and wants of the potential consumers, and in the actions that have to be developed in order to respond to the demand of the international competition.

V. Formative Commitments

Intellectual:

- The student will apply the acquired knowledge in the academic background courses and in the current course to solve problems using analytical, mathematical and statistics models with the purpose of making efficient decisions in the business operations and thus transmitting them to the supply chain.

Human:

- The student will reflect on the ethical implications of the education planning processes so that the requirements are met with equity and social justice.

Social:

- Service commitment, pride of the profession and national culture also encouragement to adapt to a change environment.

Professional:

- Proficient use of software packages, as well as, software to analyze the tools that are used to make decisions. Use of IT.

VI. Operating Conditions

Space: A classroom
25 – 40

Laboratory: N / A

Capacity: students,

Frequent use equipment: Laptop, projector, eraser.

Special conditions: If possible round tables.

VII. Contents and estimated times

Topics	Contents	Activities
<p>1 Operations and Productivity</p> <p>2 sessions (4 hours)</p>	<p>Session 1:</p> <ul style="list-style-type: none"> -What is operations management? -Organizing to produce goods and services. -The supply chain. -Why study OM? -What operations managers do? <p>Session 2:</p> <ul style="list-style-type: none"> -The heritage of operations management. -Operations for goods and services. -The productivity challenge. -New challenges in operations management. -Ethics, social responsibility and sustainability. 	<ul style="list-style-type: none"> - Read all the material in sessions 1 & 2 and study the power points of topic 1. - Class discussion of sessions 1 and 2. - Solution of homework problems of topic 1. - Resolve topic 1 video case study by work team 1: “Frito-Lay Operations Management in Manufacturing”. - Use of Information Technologies, IT, to work on the case study.
<p>2 Operations Strategy in a Global Environment</p> <p>3 sessions (6 hours)</p>	<p>Session 3:</p> <ul style="list-style-type: none"> -A global view of operations and supply chains. -Developing missions and strategies. <p>Session 4:</p> <ul style="list-style-type: none"> -Issues in operations strategy. -Strategy development and implementation. <p>Session 5:</p> <ul style="list-style-type: none"> -Strategic planning, core competencies, and outsourcing. -Global operations strategy options. 	<ul style="list-style-type: none"> - Read all the material in sessions 3, 4 and 5 and study the power points of topic 2. - Class discussion of sessions 3, 4 and 5. - Solution of homework problems of topic 2. - Resolve topic 2 video case study by work team 2: “Outsourcing Offshore at Darden”. - Start Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research.

<p style="text-align: center;">3</p> <p style="text-align: center;">Project Management</p> <p>4 sessions (8 hours)</p>	<p>Session 6:</p> <ul style="list-style-type: none"> -The importance of project management. -Project planning. <p>Session 7:</p> <ul style="list-style-type: none"> -Project scheduling. -Project controlling -Project management techniques: PERT and CPM. <p>Session 8:</p> <ul style="list-style-type: none"> - Variability in activity times. - Determining the project schedule. - Cost-time trade-offs and project crashing. <p>Session 9:</p> <ul style="list-style-type: none"> - A critique of PERT and CPM. - Using software to solve Project management. 	<ul style="list-style-type: none"> - Read all the material in sessions 6, 7, 8 and 9 and study the power points of topic 3. - Class discussion of sessions 6, 7, 8 and 9. - Solution of homework problems of topic 3. - Resolve topic 3 video case study by work team 3: “Managing Hard Rock’s Rockfest”. - Continue with Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research. - EXAM I. TOPICS 1 AND 2.
<p style="text-align: center;">4</p> <p style="text-align: center;">Design of Goods and Services</p> <p>3 sessions (6 hours)</p>	<p>Session 10:</p> <ul style="list-style-type: none"> - Goods and services selection. - Generating new products. <p>Session 11:</p> <ul style="list-style-type: none"> - Product development. - Issues for product design. - Product development continuum. - Defining a product. <p>Session 12:</p> <ul style="list-style-type: none"> - Documents for production. - Service design. - Application of decision trees to product design. - Transition to production. 	<ul style="list-style-type: none"> - Read all the material in sessions 10, 11 and 12 and study the power points of topic 4. - Class discussion of sessions 10, 11 and 12. - Solution of homework problems of topic 4. - Resolve topic 4 video case study by work team 4: “Product design at Regal Marine”. - Continue with Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research.
<p style="text-align: center;">5</p> <p style="text-align: center;">Supplement 5: Sustainability in the supply chain</p> <p>2 sessions (4 hours)</p>	<p>Session 13:</p> <ul style="list-style-type: none"> - Corporate social responsibility. - Sustainability. <p>Session 14:</p> <ul style="list-style-type: none"> - Design and production for sustainability. - Regulations and industry standards. 	<ul style="list-style-type: none"> - Read all the material in sessions 13 and 14 and study the power points of topic 5. - Class discussion of sessions 13 and 14. - Solution of homework problems of topic 5. - Resolve topic 5 video case study by work team 5: “Building Sustainability at the Orlando Magic’s Amway Center”. - Continue with Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research. - EXAM II. TOPICS 3, 4 AND 5.
<p style="text-align: center;">6</p> <p style="text-align: center;">Managing quality</p> <p>2 sessions (4 hours)</p>	<p>Session 15:</p> <ul style="list-style-type: none"> - Quality and strategy. - Defining quality. - Total quality management. <p>Session 16:</p> <ul style="list-style-type: none"> - Tools of TQM. - The role of inspection. - TQM in services. 	<ul style="list-style-type: none"> - Read all the material in sessions 15 and 16 and study the power points of topic 6. - Class discussion of sessions 15 and 16. - Solution of homework problems of topic 6.

		<ul style="list-style-type: none"> - Resolve topic 6 video case study by work team 6: "Quality at the Ritz-Carlton Hotel Company". - Continue with Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research.
<p style="text-align: center;">7 Process Strategy and Capacity and Constraint Management</p> <p>4 sessions (8 hours)</p>	<p>Session 17:</p> <ul style="list-style-type: none"> - Four Process Strategies. - Selection of Equipment. - Process Analysis and Design. <p>Session 18:</p> <ul style="list-style-type: none"> - Special Considerations for Service Process. - Production technology. - Technology in Services. <p>Session 19:</p> <ul style="list-style-type: none"> - Process Redesign. - Capacity. - Bottleneck Analysis and the Theory of Constraints. <p>Session 20:</p> <ul style="list-style-type: none"> - Break-Even Analysis. - Reducing Risks with incremental Changes - Applying Investment Analysis to Strategy-Driven Investments. 	<ul style="list-style-type: none"> - Read all the material in sessions 17, 18, 19 and 20 and study the power points of topic 7. - Class discussion of sessions 15-20. - Solution of homework problems of topic 7. - Resolve topic 7 video case study by work team 7: "Process Analysis at Arnold Palmer Hospital". - Continue with Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research.
<p style="text-align: center;">8 Location Strategies</p> <p>3 sessions (6 hours)</p>	<p>Session 21:</p> <ul style="list-style-type: none"> - The strategic importance of location. - Factors that affect location decisions. <p>Session 22:</p> <ul style="list-style-type: none"> - Methods of evaluating location alternatives. <p>Session 23:</p> <ul style="list-style-type: none"> - Service location strategy. - Geographic information systems. 	<ul style="list-style-type: none"> - Read all the material in sessions 21, 22 and 23 and study the power points of topic 8. - Class discussion of sessions 21, 22 and 23. - Solution of homework problems of topic 8. - Resolve topic 8 video case study by work team 8: "Locating the Next Red Lobster Restaurant". - Continue with Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research. - EXAM III. TOPICS 6, 7 AND 8.
<p style="text-align: center;">9 Layout Strategies</p> <p>3 sessions (6 hours)</p>	<p>Session 24:</p> <ul style="list-style-type: none"> - The strategic importance of layout decisions. - Types of layout. - Office layout. <p>Session 25:</p> <ul style="list-style-type: none"> - Retail layout. - Warehouse and storage layout. <p>Session 26:</p> <ul style="list-style-type: none"> - Fixed-position layout. 	<ul style="list-style-type: none"> - Read all the material in sessions 24, 25 and 26 and study the power points of topic 9. - Class discussion of sessions 24, 25 and 26. - Solution of homework problems of topic 9. - Resolve topic 9 video case study by work team 9: "Laying out Arnold Palmer Hospital's New Facility". - Continue with Term Paper research.

	<ul style="list-style-type: none"> - Process-oriented layout. - Work cells. - Repetitive and product oriented layouts. 	<ul style="list-style-type: none"> - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research.
<p style="text-align: center;">10 Human Resources, Job Design, and Work Measurement</p> <p style="text-align: center;">3 sessions (6 hours)</p>	<p>Session 27:</p> <ul style="list-style-type: none"> - Human resource strategy for competitive advantage. - Labor planning. <p>Session 28:</p> <ul style="list-style-type: none"> - Job design. - Ergonomics and the work environment. <p>Session 29:</p> <ul style="list-style-type: none"> - Methods analysis. - The visual workplace. - Labor standards. 	<ul style="list-style-type: none"> - Read all the material in sessions 27, 28 and 29 and study the power points of topic 10. - Class discussion of sessions 27, 28 and 29. - Solution of homework problems of topic 10. - Resolve topic 10 video case study by work team 10: Hard Rock's Human Resource Strategy. - Continue with Term Paper research. - Use of Information Technologies, IT, to work on the case study and the term paper research, also apply creativity in the content of the research. - EXAM IV. TOPICS 9 AND 10.
<p>Term Paper</p> <p>3 sessions (6 hours)</p>	<p>Session 30-32:</p> <ul style="list-style-type: none"> - Research project about a specific topic assigned to work teams. 	<ul style="list-style-type: none"> - Hand in written Term Paper and make a Power Point presentation.

VIII. Methodology and Teaching Strategies

Institutional Methodology:

- Work papers and research consulting bibliographical references, hemereographical and the Internet.
- Reading reports of current and relative articles in English.
- Team work creativity.
- Use of IT

UACJ vision 2020 recommended for the course:

- Empirical approximation to reality.
- Organization and recuperation of information search.
- Horizontal communication.
- Detection.
- Execution.
- Choice decision.
- Evaluation.
- Experimentation.
- Extrapolation and transfer.
- Internalization.
- Research.
- Cognitive.
- Planning, preventing and anticipating.
- Problem oriented.
- Logical and critical process thinking.
- Creative, divergent and literal thinking processes.

- Construction and appropriation procedure.
- Generalizing.
- Collaborative work.

IX. Evaluation and Accreditation Criteria

a) Institutional accreditation:

- Minimum accreditation of 80% of the scheduled on-time delivery of assignments.
- Registration for the course payment.
- Minimum integrated grade of 7.0
- Allows comprehensive semester exam: No

b) Course evaluation:

- Partial exams 30%
- Homework 21%
- Case study 19 %
- Term paper 30 %
- Total 100%

X. Biographical References

Compulsory:

1. Operations Management: Sustainability and Supply Chain Management: Global Edition: Jay Heizer, Barry Render and Chuck Munson. Pearson Education, twelfth edition, 2017.

Complementary:

1. Operations Management: Norman Gaither & Greg Frazier. International Thomson Editors. 8th Edition
2. Operations Management: Richard B. Chase, Nicholas J. Aquilano & F., McGraw Hill. 8th, Edition, 2000.
3. Operations Management: Roger G. Schroeder. McGraw Hill. 2nd Edition
4. La meta: Eliyahu Goldratt

XI. Desirable Teacher Qualifications

Industrial engineer with an MBA also a Certified Teacher. With experience in the operations area.

XIII. Institutional

Department head: Mtra. Laura Estela Anguiano Herrera
Business Management Program Coordinator: Dra. Josefa Melgar Bayardo
Developed By: Mtro. Ignacio Francisco Romero Magaña
Date: November 2015
Revised: October 2016