



DSIM 577 -- MANAGING PRODUCTION & SERVICE OPERATIONS (0592)

SUMMER II 2018

Tuesdays at 6 – 9:30 PM in DCOB 216

Instructor: Dr. Jim Mirabella, *Associate Professor of Decision Sciences*
Office: DCOB Room 134
Office Hours: **Tue** 4 - 6 pm / **Wed** Noon – 1 pm, 4 - 6 pm
Other times by appointment
Telephone: (904) 256-7905
E-mail: **jmirabe@ju.edu** (preferred means of contacting instructor; emails will typically get a reply within 24 hours, often the same day)

VISION

The vision of the Davis College of Business is to cultivate innovative business leaders throughout North Florida and beyond.

MISSION

The Davis College of Business delivers high quality educational programs that develop leaders who:

1. Exhibit business acumen;
2. Demonstrate leadership abilities and ethical behavior;
3. Use critical thinking;
4. Leverage technical and analytical skills;
5. Cultivate global awareness.

COURSE DESCRIPTION

This course introduces students with a broad conceptual framework for evaluating operations management practices in traditional manufacturing firms and service organizations. Concepts, techniques and tools related to the four major decision responsibilities of operations managers (i.e., process, quality, capacity and inventory) are studied and discussed. Emphasis will be on operations, strategy, theory of constraints, lean management principles, total quality management, project management, decision analysis, capacity management, inventory management and supply chain management.

COURSE OBJECTIVES

LG1. BUSINESS EXPERTISE: Students will have core competencies in:

LO1-1. Business LO1-3. Management LO1-6. Strategic Integration

LG2. LEADERSHIP and ETHICS: Students will understand their leadership attitudes and capabilities and be able to deal with ethical problems in the firm.

LO2-1. Students will develop an awareness of their leadership strengths and weaknesses.

REQUIRED TEXT

Goldratt, Eliyahu (2004), The GOAL (3rd edition). North River Press, **ISBN#: 0-88427-178-1** (dramatized audio book is identical to book and is highly recommended)

Simpson & Hancock, Practical Operations Management, 2nd edition, Hercher Publishing, **ISBN#: 978-1-939297-13-6**. http://hercherpublishing.com/SimpsonHancock_POM.html
(ebook available at <http://store.vitalsource.com/show/9781939297143>)

RESOURCES

MS Excel will be utilized throughout the course for all applications.

METHOD OF INSTRUCTION

The course will mainly be taught as a facilitated lecture. As this course is quantitative and qualitative in nature, a portion of the course will utilize the computer, while the major portion will involve class discussion and experiential learning. Class participation and completion of practice assignments are vital to learning.

NOTES REGARDING ASSIGNMENTS AND WORKLOAD

- **Reading** the books is essential to comprehending the concepts fully. It will better prepare students for classroom discussions and for success on exams.
- **OM Online Quizzes:** There will be ten (10) online quizzes based on material from the Operations Management text, worth a combined **20%** of the course grade. For each quiz, you will have unlimited attempts to earn the highest score possible until the closing date. Each quiz must be completed by the due date to receive credit (but they may be completed early).
- **Online Discussions:** There are 3 discussion questions pertaining to THE GOAL; think of it like a publicly shared homework assignment. It will be done later in the course and is worth **5%** of the course grade.
- **Case Studies:** There will be 2 case study assignments – one on SW airlines and one is a free choice of any case from the POM textbook. Each case study is worth 10% of the course grade (total **20%**)
- **Online Exam problems:** This open-book, open-notes exam covers all of the problem-solving techniques covered in the course. Use of the Excel files from the course is permitted and encouraged. Students MAY collaborate on this exam. The exam is worth **20%** of the course grade.
- **Online Exam concepts:** This open-book, open-notes exam covers concepts related to the problem-solving techniques covered in the course. Use of the Excel files from the course is permitted and encouraged. Students may NOT collaborate on this exam. The exam is worth **10%** of the course grade.
- **Final Exam:** This in-class, open-book, open-notes exam covers THE GOAL as well as the class activities, discussions and videos. The exam is worth **25%** of the course grade.
- **All suspected incidents of cheating will be turned in to Academic Affairs without hesitation.**

COURSE GRADING

- **Online Quizzes** --> **20% of course grade (10 @ 2 pts)**
- **Online Exam problems** --> **20% of course grade (collaboration permitted)**
- **Online Exam concepts** --> **10% of course grade (NO collaboration permitted)**
- **Case Studies** --> **20% of course grade (2 @ 10 pts)**
- **Online Discussion** --> **5% of course grade**
- **In-class Exam** --> **25% of course grade (team-based)**

COURSE GRADING SCALE

- **90 ~ 100** --> **A- to A**
- **80 ~ 89** --> **B- to B+**
- **70 ~ 79** --> **C- to C+**
- **0 ~ 69** --> **F**

LATE OR MISSED ASSIGNMENTS OR EXAMS

In-class exams begin at the start of class and have a set stop time; students who are late will have less time to complete the exam. If online activities are assigned, they will have set deadlines, and lateness will not be tolerated. There are no make-up exams in this class except in rare circumstances that are documented and unavoidable (at the discretion of the instructor). If a student is aware of a future absence, prior arrangements must be made to reschedule the exam.

Curricular Practical Training - Optional Leadership Enhancement Activity: Students may engage in external work/internships in order to gain practical experience and apply the theories learned in this course to organizations to better understand real world situations and solve practical problems in the workplace.

PRE-COURSE ASSIGNMENT: Begin reading [THE GOAL](#).

Tentative Dates & Unit Topics

Week 1: **July 3**

- Topics:** Introduction, Basics of OM, Operations Strategy, Productivity, Manufacturing vs. Service
- Quant Topics:** Productivity
- Reading:** Read chapters 1 & 2 of **POM.** Continue reading **THE GOAL.**
- Videos:** Southwest Airlines
- Class activities:** Making Money
- Practice Problems:** Ch. 2 (Productivity problems) 14, 15, 16, 17, 18, 19, 21, 22)
Supplemental problems
- GRADED ITEMS:** **Complete the OM online quizzes for Chapters 1 & 2 by July 9 (4% of grade).**

Week 2: **July 10**

- Topics:** Capacity, Waiting, Process, Layout
- Quant Topics:** Capacity, Breakeven Analysis
- Reading:** Read chapters 5 & 6 of **POM.** Continue reading **THE GOAL.**
- Videos:** King Soopers, Process Choice
- Class activities:** Lego Manufacturing, Job Shop Game
- Practice Problems:** Ch. 5 (Capacity & Breakeven) problems 14, 15, 16, 17, 24, 25, 26, 27, 31, 33)
Supplemental problems
- GRADED ITEMS:** **Complete the OM online quizzes for Chapters 5 & 6 by July 16 (4% of grade).**
Complete the Southwest Airlines case study by July 16 (10% of grade)

Week 3: July 17

- Topics:** Project Management, Location Planning
Quant Topics: Project Management, Location Analysis
Reading: Read chapters 7 & 8 of **POM.** Finish reading **THE GOAL.**
Videos: Expert
Class activities: Project Management
Practice Problems: Ch. 7 (Project Management) problems 13, 14, 15, 16, 17, 18, 19, 20, 21, 27, 29, 31, 32
Ch. 8 (Location) problems 13, 14, 15, 25, 27, 28, 29
Supplemental problems
GRADED ITEMS: Complete the OM online quizzes for Chapters 7 & 8 by July 23 (4% of grade).

Week 4: July 24

- Topics:** Inventory, Supply Chain
Quant Topics: Inventory
Reading: Read chapters 9 & 10 of **POM.**
Videos: Inventory (Textbooks)
Class activities: Inventory Simulation, Bottlenecking Dice, Flipping Coins
Practice Problems: Ch. 10 (Inventory) problems 14, 15, 16, 17, 18, 19, 21, 22
Supplemental problems
GRADED ITEMS: Complete the OM online quizzes for Chapters 9 & 10 by July 30 (4% of grade).
Complete the Online exam problems section by August 3 (20% of grade)
→collaboration permitted
Complete the Online exam concepts section by August 3 (10% of grade)
→NO collaboration permitted

Week 5: July 31 -- (no class meeting) Remember to submit the online exam!!!

Week 6: August 7

- Topics:** Quality, Lean Operations
Reading: Read chapters 3 & 12 of **POM.**
Class activities: Deming Experiments
Videos: Quality (Hotel), Deming experiments
GRADED ITEMS: Complete the OM online quizzes for Chapters 3 & 12 by August 13 (4% of grade).
Remember to submit the online exam!!!

Week 7: August 14

- Topics:** Course evaluations, Beer Game
Class activities: Beer Game
Videos: Beer Game
Before next class
--> **Required:** Prepare for in-class Final Exam

Week 8: August 21

- Topics:** Complete in-class Final Exam (25% of grade)
Submit POM case study online by August 24 (10% of grade)
Submit the online discussion responses by August 24 (5% of grade)

ACADEMIC MISCONDUCT

Jacksonville University students are expected to contribute to the development and sustenance of a community characterized by respect, caring and honesty. The academic honor system of Jacksonville University is based on the premise that each student is expected to adhere to the highest standard of academic honesty.

<http://www.ju.edu/greenpages/Pages/University-Policies.aspx>

SPECIAL NEEDS

<http://www.ju.edu/greenpages/Pages/University-Policies.aspx>

CHANGES/ADDITIONS TO SYLLABUS

COURSE WITHDRAWAL

<http://www.ju.edu/registrar/Pages/Grading-Information.aspx>

<http://www.ju.edu/registrar/Pages/Forms.aspx>

UNIVERSITY WITHDRAWAL

<http://www.ju.edu/registrar/Pages/Grading-Information.aspx>

<http://www.ju.edu/registrar/Pages/Forms.aspx>

MEDICAL WITHDRAWAL

<http://www.ju.edu/greenpages/Pages/University-Policies.aspx>

<http://www.ju.edu/registrar/Pages/Forms.aspx>

PLAGIARISM POLICY

<http://www.ju.edu/ctl/Pages/Academic-Integrity.aspx>

The Davis College of Business
“Professional Results In Daily Efforts Program”
(P.R.I.D.E.)

“We the students and faculty of the Davis College of Business understand learning is a process of interaction, partnering, and collaboration. To create the learning environment necessary to produce the future generators of sustainable value for business and society at large, we understand we must focus our daily efforts to achieve lasting success. Therefore, as indicated by my signature below, I agree to support the tenets and professional behaviors of the P.R.I.D.E. program outlined below applicable to my position within the Davis College of Business.”

As DCOB Faculty, you can count on us to:

- *Treat each student in a fair and equitable manner*
- *Come to class prepared*
- *Start and end class on-time*
- *Honor office hours*
- *Make required text books and reading materials relative to the material taught*
- *Use a proper mix of IT and lecture (Blackboard)*
- *Return assignments in a timely manner*
- *Allow peer review to reduce “free-riders” on team projects*

As DCOB Students, you can count on us to:

- *Respect everyone’s right to have a positive academic experience*
- *Respect other students’ property*
- *Respect other students’ cultures and opinions*
- *Support academic integrity*
- *Be enthusiastic and productive members of team projects*
- *Come to class on-time*
- *Come to class prepared*
- *Be attentive and participate*
- *Turn assignments in on-time*
- *Respect others by not having real or virtual side conversations*
- *Turn off electronic devices during class*
- *Dress appropriately*

Please Print Name

Signature

Date