



**Course Title: Operations Management**

**Credits: 2**

**Prerequisite Courses: None**

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**Office Hour: Thursday, 15:00 pm – 16:00 pm**

## 1、 Course Descriptions

Operations management is the key to improve productivity and gain competitiveness for the global manufacturers. This course is designed to teach students about what the operations management is and what the management practices and tools are used by manufacturers. The course includes the major topics in the modern operations management area, such as operation strategy, project management, process analysis, inventory management, quality management, S&OP and lean production, etc. After the course, the students are expected to understand the operations management and grasp the solutions to the practical problems.

## 2、 MBA program learning goals

Learning Goals	Interpretation
G1. Global Vision	<ul style="list-style-type: none"> <li>➤ Is familiar with related business rules in a globalized operating environment and can provide appropriate solutions in different cultural backgrounds.</li> <li>➤ Able to organize appropriate allocation of resources and to participate in competition between Chinese and international enterprises.</li> <li>➤ Able to communicate smoothly in cross-cultural background</li> </ul>
G2. Social Responsibility	<ul style="list-style-type: none"> <li>➤ In the context of top management, exhibits understanding of social responsibility and ethic in business practice or cases.</li> <li>➤ Capable of recognizing ethic problems and solving them in managerial practice.</li> </ul>
G3. Entrepreneurship and Innovation	<ul style="list-style-type: none"> <li>➤ Adept at applying unique managerial thinking to the solutions of practical problems in business management.</li> <li>➤ Capable of completing an integrated innovation designs independently.</li> </ul>
G4. Business Knowledge and Practical Skills	<ul style="list-style-type: none"> <li>➤ Possess a broad and deep knowledge of theories and methods of management.</li> <li>➤ Equipped to solve practical problems in the corporate world using various methods, from understanding of cases, to projects or work experience.</li> <li>➤ Well-developed soft skills such as communication, negotiation, business etiquette and team work capacity.</li> </ul>
G5. Analysis and Problem Solving	<ul style="list-style-type: none"> <li>➤ Exhibit constant awareness and a thorough understanding of the dynamic business environment.</li> </ul>

	➤ Logically recognize, analyze, judge and contribute to problem solutions.
G6. Strategizing	➤ Systemically analyze business strategies. ➤ Organizes, influences, and encourages others in case study and business projects.

### 3、 Course learning goals

Program Goals	Learning Goals	Specific Description	Assessment Method
G4	1. Have strong knowledge basis of Operations management	Understand and explain essential concepts in Operations management	Assignment, Final Exam
	2. Capable of solving problems in operations management	Apply the theory and concepts to analyse practical issues in operations management	Case study
	3. Team work and communications	Build up teamwork spirit and communication skills by working with others and solving operations management problems	Case Study

### 4、 Course schedule

Week	Teaching Content	Chapters	Learning Goals
1	Introduction to Operations Management and Operations Strategy	Chapter 1 & 2	1,2
2	Project Management	Chapter 5	1,2
3	Manufacturing and Service Process I	Chapter 6 & 7	1,2
4	Manufacturing and Service Process II	Chapter 6 & 7	1,2,3
5	Six Sigma and Quality Management	Chapter 10	1,2
6	Inventory Management	Chapter 11	1,2,3
7	Inventory Management	Chapter 11	1,2
8	S&OP, MRP system	Chapter	1,2

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## 5、 Readings and Resources

### Harvard Coursepack:

Coursepack Name: Operations Management-Yinan Qi-IMBA

Web address: <https://hbsp.harvard.edu/import/707749>

Please register the coursepack with your email address. You will find the cases for this course.

### Reference books:

1. Richard Chase and Robert Jacobs, *Operations and Supply Chain Management: The Core, 3rd edition*, China Renmin University Press, 2014 (Textbook)
2. William J Stevenson, *Operations Management 11<sup>th</sup> Edition*, China Machine Press, 2012
3. F Robert Jacobs and Richard B. Chase, 2015, *Operations and supply chain management*, 14th Edition, China Machine Express
4. Cecil C. Bozath and Robert B. Handfield, 2018, *Introduction to operations and supply chain management*, 3rd Edition, China Renmin University Press
5. Robert D Klassen and Larry J Menor, *Cases in Operations Management*, Shanghai Renmin Press, 2008
6. Taiichi Ohno, *Toyota Production System*, China Railway Publishing House, 2014

### Recommended Periodicals and Newspapers:

1. Wall Street Journal
2. Economist
3. Harvard Business Review
4. Business Week

### Recommended Academic Journals:

1. *Journal of Operations Management*
2. *Production and Operations Management*
3. *Manufacturing & Service Operations Management*
4. *Management Sciences*
5. *Decision Sciences*
6. *International Journal Operations and Production Management*
7. *International Journal of Production Economics*

### Recommended Websites:

1. The Economist: <http://www.economist.com/>
2. The APICS: <http://www.apics.org/>

3. The ISM: <http://www.ism.ws/>

4. China Federation of Logistics & Purchasing: <http://www.chinawuliu.com.cn/>

### Recommend resources @lib.uibe.edu.cn:

1. Proquest ABI/Inform
2. Wanfang Data
3. Cnki.net
4. EBSCO BSC
5. Emerald
6. Elsevier
7. The World Bank eLibrary

## 6、Assessment Criteria

### 1) Evaluation Scheme

Attendance	20%
Case analysis	30%
Final exam	50%

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Final grade	100 %
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### 2) Learning Goals Assessment

Program Goals	Learning Goals	Case study	Final exam
G4	LG 1 (40%)		100%
	LG 2 (40%)	100%	
	LG 3 (20%)	100%	

## 7、Rubrics

### LG1. Have strong knowledge basis of Operations management

	Unsatisfactory (below 60)	Good (60-74)	Very Good (75-84)	Excellent (85-100)	Score
<b>Understand and explain essential concepts (100%)</b>	Cannot understand theories and concepts	Understand some theories and concepts	Understand the theories and concepts.	Fully understand the theories and concepts.	

### LG2. Capable of solving problems in operations management

	Unsatisfactory (below 60)	Good (60-74)	Very Good (75-84)	Excellent (85-100)	Score
<b>Rightness (20%)</b>	Cannot identify and apply theories and knowledge to analyze issues.	Identify and apply some theories and knowledge to analyze issues.	Identify and apply related theories and knowledge to analyze issues.	Identify and apply right theories and knowledge to analyze issues.	

<b>Insight (20%)</b>	No or few insights and creative ideas demonstrated.	Demonstrate some insights and creative ideas.	Demonstrate important insights and creative ideas.	Demonstrate fruitful insights and creative ideas.	
<b>Analysis (20%)</b>	No efforts to combine theory and practice. They are separated.	Demonstrate efforts to combine theory and practice.	Effectively combine theory and practice.	Thoroughly and effectively combine theory and practice.	
<b>Logic (20%)</b>	No or few thoughts and opinions organized with logic.	Organize some thoughts and opinions with logic.	Organize most of thoughts and opinions with logic.	Organize all thoughts and opinions with precise logic.	
<b>Focus (10%)</b>	Students unclearly present and maintain a main idea, theme, or unifying point.	Students basically present and maintain a main idea, theme, or unifying point.	Students most of time clearly present and maintain a main idea, theme, or unifying point.	Students clearly present and maintain a main idea, theme, or unifying point.	
<b>Structure (10%)</b>	Some elements missing; regular breaks in organization; flow breaks down.	All elements present with occasional disorganization and flow interrupted.	All elements well presented; well organized and flows smoothly.	All elements thoroughly presented; extremely well organized, allowing smooth & logical flow; crisp and ready for publication.	

**LG3. Team work and communications**

	<b>Unsatisfactory (below 60)</b>	<b>Good (60-74)</b>	<b>Very Good (75-84)</b>	<b>Excellent (85-100)</b>	<b>Score</b>
<b>Research &amp; Gather Information (20%)</b>	Does not collect any information that relates to the topic.	Collects very little information--some relates to the topic.	Collects some basic information--most relates to the topic.	Collects a great deal of information--all relates to the topic.	
<b>Share Information (20%)</b>	Does not relay any information to teammates.	Relays very little information--some relates to the topic.	Relays some basic information--most relates to the topic.	Relays a great deal of information--all relates to the topic.	
<b>Fulfill Team Role's Duties (20%)</b>	Does not perform any duties of assigned team role.	Performs very little duties.	Performs nearly all duties.	Performs all duties of assigned team role.	
<b>Share Equally (20%)</b>	Always relays on others to do the work.	Rarely does the assigned work--often needs reminding.	Usually does the assigned work--rarely needs reminding.	Always does the assigned work without having to be reminded.	
<b>Listen to Other Teammates (10%)</b>	Is always talking--never allows anyone else to speak.	Usually doing most of the talking--rarely allows others to speak.	Listens, but sometimes talks too much.	Listens and speaks a fair amount.	
<b>Cooperate with Teammates (10%)</b>	Usually argues with teammates.	Sometimes argues.	Rarely argues.	Never argues with teammates.	
				<b>Total:</b>	

## **8、 TEACHING/LEARNING METHODOLOGY**

Lectures cover core principles and concepts of the subject syllabus. Seminars are structured to enhance students' understanding of relevant concepts through various kinds of activities, including case studies and discussions. Students are expected to play an active role in seminars, and are required to apply subject knowledge to the discussion. Students are encouraged to learn from lectures, thinking process, discussing with others, and listen to others.