

**HSBC School of Business
The Peking University**

**Operations Management
(Fall Semester, 2013 -2014)**

INSTRUCTOR

NAME **Prof. Deming ZHOU (周德明)**
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Office hour: Monday Afternoon 4-5:30 PM

TEACHING ASSISTANCE

NAME **Ms. Ge SHI (施歌)**
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TIME AND VENUE

TIME: Monday & Thursday 1:30-3:20 PM
VENUE: C105

COURSE OBJECTIVE

The objective of this course is to provide students with an understanding of how the design, operation, and control of production/operation systems can most effectively produce and/or deliver goods and services to meet customers' needs. This understanding will help business major students to be familiar with the problems and issues confronting operations managers in real business, and provide them with language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations.

This course will emphasize applications rather than theories. However, the underlying logic of the concepts will be examined so that students will understand the principles upon which their approach is based.

REFERENCE TEXTBOOK

1. Jacobs, and Chase, Operations and Supply Management – The Core, 2st Edition, Irwin/McGraw Hill, 2010.
2. Russell, Taylor, Operations Management, John Wiley & Sons, 7th Edition, 2011
3. Krajewski, Ritzman, Malhotra, *Operations Management*, Pearson Prentice Hall, 9th Edition, 2010
4. Keizer, Render, Operations Management, Person International Edition, 8th Edition, 2006

They are for reference only, and are NOT required (although suggested) to buy. Course handouts will be provided on each class.

COURSE ASSESSMENT

Course grade will be based on some or all of the following elements:

Final Exam	40%
Mid-term Exam	30%
Class Participation	15%
Homework (individual)	15%
Total	<u>100%</u>

FINAL EXAMINATION

The final test is close-book exam and will test your understanding of operations management concepts, and your ability to solve operations management problems using what you learned from class. The final test will NOT be comprehensive, but knowledge of the previous material will be necessary.

No individual make-up examination will be offered in this course.

MID-TERM EXAMINATION

Mid-term test will be 60-minute long. It is closed notes and books and this written test will be comprised of multiple choices, short answer questions, and numerical problems.

CLASS PARTICIPATION

Please note that it is “PARTICIPATION” not “ATTENDENCE”. Thus, you are required to actively participate in the class, which includes class discussions, raising questions and providing feedback. You will obtain marks in participation by asking pertinent questions or by responding to questions during class. You will lose participation marks by constantly talking in class or missing a significant portion of the class.

HOMEWORK

You are required to submit assigned homework at the beginning of the next class.

Late submitted homework before other’s graded homeworks are distributed will be accepted with some penalty points deducted.

COURSE STUDY OUTCOMES

After completing this course, students should be able to:

1. Understand the roles that Operations Management plays in a business. Integration of Operations decisions with Marketing and Finance decisions is critical. You will understand how Operations contributes to the success of the firm.
2. Understand the goals and objectives of Operations Management. We will discuss key decisions and trade-offs involved in effectively managing manufacturing and service operations.
3. Speak the language of Operations Management. You will become familiar with many special terms and concepts common to OM.
4. Learn OM techniques that are essential to products/services design, operations process design, management and improvement.

CLASSROOM CONDUCT

Mobile phones and pagers must be switched off, and no eating or drinking is allowed during class. Most important, please do not constantly talk in class.

POLICY ON SCHOLASTIC DISHONESTY

The PHBS places very high importance on honesty in academic work submitted by students, and adopts a policy of **zero tolerance** on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations.

Course Outline:

The following topics are delivered by instructors on class, together with case discussions. Local cases are encouraged for all the topics. The schedule and squence of these topics maybe be adjusted by instructors during the semester according to course progress.

Week	Estimated Time	Topic
1 (9.2 & 9.5)	1 week	Introduction
2 (9.9 & 9.12)	1 week	Operations Strategy and Competitiveness
3 (9.16 & 9.23)	2 weeks	Process Management Project Management (Types of Processes, Manufacturing Processes Vs. Service Processes, etc.)
4 (9.25 & 9.26)		
5	National Holidays	
6 (10.7 & 10.10)	1 Week	Quality Management (Six Sigma, etc.) & Midterm Exam
7 (10.14 & 10.17)	2 weeks	Inventory Management (EOQ, Safety Stock, etc.)
8 (10.21 & 10.24)		
9 (10.28 & 10.31)	1 week	Distribution, Logistics, and ERP system
10 (11.7)	Final Exam	

Note: No class is scheduled on 9.19, 10.3, and 10.7 due to national holidays, but Class on 9.19 is rescheduled to 9.25 following the school's schedule.