



Lincoln University

BA 307 – Operations Management

COURSE SYLLABUS Spring 2024

- Instructor:** Dr. Walter Kruz, DBA
Lecture Schedule: Thursdays, 9:00 AM – 11:45 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: Thursday, 11:45 PM – 12:30 PM, By appointment
e-mail: wrkruz@lincolnuca.edu
Main Textbook: "Operations Management", by Stevenson. McGraw Hill. 13th Edition ISBN: 978-1-259-66747-3
Prerequisite: *MATH 15 or BA 115*
Last Revision: Jan 2, 2024

CATALOG DESCRIPTION:

The objective of this course is to prepare the graduate student for management of core operations of an organization. It will review core operations of manufacturing product design, sourcing and purchasing, scheduling and control, productivity improvements and overall supply chain design and management. In the industry, the course will review asset acquisition, business segments, production planning, job design, and overall productivity analysis and improvement. *Prerequisite: MATH 15 or BA 115*

EDUCATIONAL OBJECTIVES

By taking the course, students will learn three basic principles of modern operations management: supply chain management, product and service design, and quality management. Through additional materials and project work, students will become familiar with various industries, technologies, and products of their interest.

COURSE LEARNING OUTCOMES¹

	Course Learning Outcome	Program LO	Institutional LO	Assessment activities
1	Develop and exhibit applied and theoretical knowledge of operations management concepts such as supply chain management	PLO 1	ILO 1b	Homework assignments, quizzes, project assignment, exams
2	Use theoretical knowledge and advanced problem-solving skills in the areas of quality, forecasting, inventory management, and product design	PLO 2	ILO 2b	Homework assignments, quizzes, project assignment, exams
3	Communicate innovation in the areas of product and process techniques in the field of product and service design	PLO 3	ILO 6b	Research assignments, quizzes, project assignment, exams, technical presentations
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices through project activities	PLO 4	ILO 7b	Class activities, project teamwork, technical presentations
5	Demonstrate leadership and set strategic objectives for team performance by applying communications skills	PLO 5	ILO 5b	Homework assignments, technical presentations, project teamwork
6	Identify ethical issues/problems in an operational environment and reach decisions within ethical framework	PLO 6	ILO 3b	Case studies, review of contemporary industry issues

INSTRUCTIONAL METHODS**This is a direct classroom instruction course.**

This class offers a highly interactive learning environment. All students will be expected to participate in class discussions, research findings, and class exercises. Short oral presentations may be assigned. Assignments may consist of textbook cases and research questions.

Assignments and projects require students to actively use resources of the library and the Computer Lab. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

CLASS ATTENDANCE

Attendance is a school requirement

EXAMS

Typically, the class exams will consist of several exams of equal weight as well as homework and quizzes throughout the sessions. All exams are individual deliverables. These activities enable the student to accumulate points which will be used to calculate grade performance. Exams are designed to demonstrate a student’s mastery of concepts being discussed and consist mostly of short answers and calculations related to the material being discussed. Exams may include questions from class discussions. The exam format is closed book with no electronic devices allowed. Failure to follow exam rules will earn 0 points or “F” grade for that exam.

COURSE PROJECT

A project, if assigned, will consist of research describing various factors that integrate operational concepts such as quality, supply chain, and more for a given industry. A written report, following the APA standard, and including a Turnitin score, will summarize this research. A project outline is provided as guidance to complete the report.

GRADING POLICY

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Percent	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

Weights	
Homework	10%
Quizzes	5%
Midterm Exams (20% each) (3 exams)	60%
Team Research Project	25%
Total	100%

SCHEDULE OF TESTING:

Week	Test
5	Exam 1
10	Exam 2
15	Exam 3

PROPOSED CLASS SCHEDULE

Session	Activity	Assignment
Session 1	Chapter 1 Intro to Ops, Class Project planning	Lecture, class exercise, video “What is OM”
Session 2	Chapter 2 Competitiveness, Productivity Chapter 3 Forecasting I	Write essay “All about productivity”
Session 3	Chapter 3 Forecasting II	Ch. 3, Problems 4, 6, 10, 12
Session 4	Chapter 4, 4S Product and Service Design	Develop a QFD matrix for a product of your choice
Session 5	Exam 1	
Session 6	Chapter 5 Strategic Capacity Planning	Ch. 5, Problems 1,2,3
Session 7	Chapter 15 Supply Chain Management	Read online tutorial
Session 8	Chapter 13 Inventory Management I	Ch. 12, Problems: 4, 7, 14
Session 9	Chapter 13 Inventory Management II	Short Report: Six sigma
Session 10	Exam 2	
Session 11	Chapter 12 MRP and ERP	Write report: The ABCs of ERP
Session 12	Chapter 9 & 10 Quality Management	Write short Research Paper
Session 13	Chapter 18 Management of Waiting Lines	Ch. 18, Problems 3, 5, 7 - Submit report
Session 14	Operations Management in Silicon Valley	Write short report on Silicon Valley company
Session 15	Exam #3	