



Course Outline

OM201 Operations Management

Semester 2/2023 (January 8 - May 4, 2024)

Lecture Time: Friday, 13.00-16.00 hours

Lecture Venue: Room 206

Teaching Materials Platform: [Google Classroom / [MS Team](#) / Facebook Group / etc. Please specify with an actual URL or access code.]

Instructor:

Name: Asst. Prof. Dr. Panuwong Kumpirarusk

Office Hours: Friday, 10.00 - 11.30 hours

Email: om201be@gmail.com

Phone: 089-834-2110

Number of Credit: 3 Credits (3-0-6)

Prerequisite: -

Course Description:

Study of concepts, techniques and tools to design, analyze, and improve core operational capabilities, and their application to a broad range of industries. Topics include operations strategy, productivity, product/service design, process design, quality management, inventory management, project management, supply chain management, operational performance measurement and operations for sustainability.

Course Objectives:

The objective of this course is to provide students with basic concepts and techniques in managing the operations of a production unit and/or a service organization, which leads to achieve excellent and sustainable operation and supply chain.

Expected Learning Outcomes

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
●	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	<ul style="list-style-type: none"> - Attend classes with good manners and punctuality. - Plagiarism and wrong grammar in reports or assignments shall not be apparent. - Submit assignments and reports on time.
N/A	2. Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity	
N/A	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at	
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Acquire knowledge on and understand the important concepts in business	
●	2. Acquire knowledge on and understand the important social and science concepts related to business	<ul style="list-style-type: none"> - Major social and science concepts related to business management shall be tested in midterm and final examinations.

●	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	- Major operations management concepts shall be tested in midterm and final examinations.
●	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	- Group report and presentation of the analysis of real cases on product & service development shall be done properly.

3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
●	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	- Group report and presentation of the analysis of real cases on product & service development shall be done properly.

N/A	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
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4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
●	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	<ul style="list-style-type: none"> - Accomplish group report and presentation with reasonable effort. - Human relations and other social skills shall be gradually improved.
N/A	2. Be creative and constructively criticize to solve problem of the team.	
N/A	3. Be responsible in lifelong learning to develop self and professional career.	

5. Quantitative Analysis, Communication and Information Technology

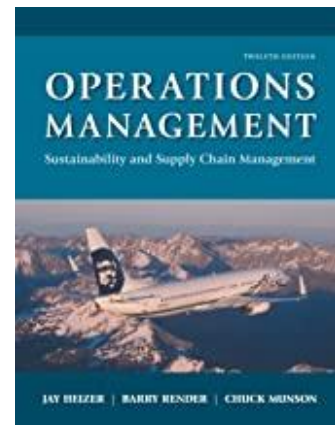
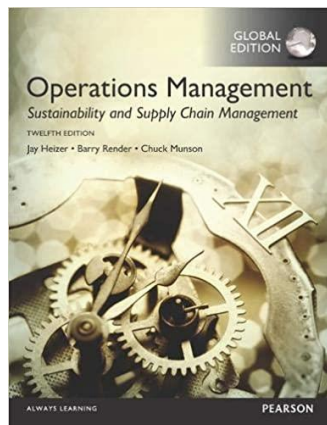
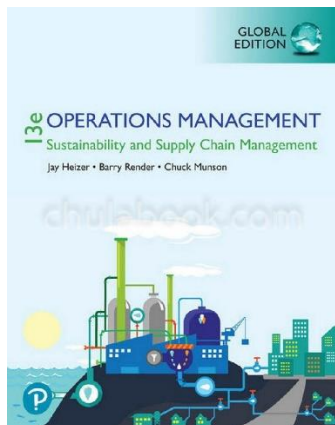
Applicability	Expected Learning Outcomes	Evaluation Method
○	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	<ul style="list-style-type: none"> - Quantitative analysis shall take part in midterm and final examinations.
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	

●	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	<ul style="list-style-type: none"> - Well-organized structure of written report shall be apparent. - Professional presentation shall be proven and competitive.
○	4. Be able to utilize the information technologies or others to support the business operations.	<ul style="list-style-type: none"> - Solutions and recommendations based on recent technologies shall be proposed in group report.

Remark: ● Primary expected outcome ○ Secondary expected outcome

Main Text:

“Operations Management: Sustainability and Supply Chain Management”
Global edition, 13th Edition, By Jay Heizer, Barry Render, Chuck Munson,
Pearson, Published: 2020.



Recommended Texts & Materials

Teaching notes and coursework from lecturer will be uploaded to MS Team.

Suggested Readings:

Business newspapers and magazines

Class Attendance Point:

Class Attendance	Weighted Score
12-15	5.0
10-11	4.5
8-9	4.0
7	3.5
6	3.0
5	2.5
4	2.0
3	1.5
2	1.0
1	0.5
0	0

Grading Rule:

Grades	Percentage
A	85-100
B+	75-84
B	70-74
C+	65-69
C	60-64
D+	50-59
D	40-49
F	0-39

Evaluation Methods:

Methods/Activities	Week	Weighted Score
Individual in-class assignments (4 x 5%)	3, 6, 12, 14	20%
Group report and presentation (1 x 20%)	15	20%
Class participation		5%
Class attendance		5%
Midterm exam		20%
Final exam		30%
Total		100%

Tentative Class Schedule:

Week	Date	Topic	Material and Activities
1	12-Jan-2024	Course Introduction <ul style="list-style-type: none"> Course Syllabus Learning Expectation Class Networking Operations and Productivity (1/2) <ul style="list-style-type: none"> What is Operations Management? Characteristics of Goods and Services 	Lecture & Assignment Chapter 1 Individual Assignment #1 (5%)
2	19-Jan-2024	Operations and Productivity (2/2) <ul style="list-style-type: none"> Single Factor and Multi-Factor Productivities Ethics, Social Responsibility, and Sustainability in Operations Management Exercises on Productivity Calculation 	
3	26-Jan-2024	Operations Strategies for Sustainability (1/2) <ul style="list-style-type: none"> Mission and Vision Core Competencies, Competitive Advantage, and Outsourcing Low Cost, Differentiation, and Response Strategies Individual Assignment #1 on Productivity Calculation	Lecture & Assignment Chapter 2
4	9-Feb-2024	Operations Strategies for Sustainability (2/2) <ul style="list-style-type: none"> SWOT Analysis and TOWS Matrix Global Operations Strategies 	
5	Saturday 10-Feb-2024	Quality Management (1/2) <ul style="list-style-type: none"> Definition and Importance of Quality Determinants of Product Quality & Service Quality Cost of Quality 	Lecture & Discussion Chapter 6 ISO 9001 Publications Individual Assignment #2 (5%)
6	16-Feb-2024	Quality Management (2/2) <ul style="list-style-type: none"> Total Quality Management Concepts Basic 7 QC Tools ISO 9001 Publications Individual Assignment #2 on ISO 9001 Publications	
7	23-Feb-2024	Supply Chain Management <ul style="list-style-type: none"> Definition and Importance of Supply Chain Sourcing Strategies Performance of Supply Chain Wrap up for Midterm Examination	Lecture & Discussion Chapter 11
Midterm Examination (20%) Friday, 1 March 2024, 12.00 – 14.00 hrs.			
8	8-Mar-2024	Product and Service Design (1/2) <ul style="list-style-type: none"> Design Thinking Process Product Development Process Instruction of Group Report: Product & Service Design 	Lecture & Group Report Chapter 5
9	Saturday 9-Mar-2024	Product and Service Design (2/2) <ul style="list-style-type: none"> Service Blueprinting Elements of Good Design Product Life Cycle & Strategies 	
10	22-Mar-2024	Process Design <ul style="list-style-type: none"> Process Type Selection and Strategies Process Analysis and Design Seven Wastes 	Lecture & Discussion Chapter 7

Week	Date	Topic	Material and Activities
		<ul style="list-style-type: none"> Process Tools and Improvement Service Process Design 	
11	29-Mar-2024	Inventory Management (1/2) <ul style="list-style-type: none"> Definition and Importance of Inventory ABC Model 	Lecture & Assignment Chapter 12 Individual Assignment #3 (5%)
12	5-Apr-2024	Inventory Management (2/2) <ul style="list-style-type: none"> Basic EOQ Model Inventory Control & Management Individual Assignment #3 on Inventory Calculation	
13	19-Apr-2024	Project Management (1/2) <ul style="list-style-type: none"> Importance of Project Management Project Planning, Scheduling, and Controlling Roles of Project Manager Project Network Drawing Critical Path Method: CPM 	Lecture & Assignment Chapter 3 Individual Assignment #4 (5%)
14	26-Apr-2024	Project Management (2/2) <ul style="list-style-type: none"> Cost-Time Trade-Offs and Project Crashing Individual Assignment #4 on Project Management Calculation	
15	3-May-2023	<ul style="list-style-type: none"> Presentation of Group Report on Product & Service Design Wrap up for Final Examination	Report and Presentation (20%)
Final Examination (30%), Saturday, 11 May 2024, 13.30 – 16.30 hrs.			

ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2023

Semester 2/2023 (January 8 – May 4, 2024)	
Registration <i>(Create Plan from Quota via TU Greats App) (*ID.62-66)</i>	December 18 – 21, 2023.
Tuition Fee Payment Period <i>(Via TU Greats App)</i>	December 18 2023 - January 5, 2024.
Classes Begin	January 8, 2024
Add-drop period	January 8 – 21, 2024 <i>(from 9.00 AM of January 8 to 10.30 PM of January 21).</i>
Tuition Fee Payment Period (Via TU Greats App)	January 8 – 22, 2024 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	25, 27 - 29 February - 4 March, 2024
<i>Substitution for Makha Bucha Day *</i>	<i>February 26, 2024</i>
Withdrawal period with “W” on record	January 24 – March 17, 2024 <i>(from 9.00 AM of January 24 to 10.30 PM of March 17).</i>
Special Withdrawal with “w” on record	March 18 – April 22, 2024
<i>Substitution for Chakri Memorial Day*</i>	<i>April 8, 2024</i>
<i>Songkran Festival Day*</i>	<i>April 11 – 17, 2024</i>
Last day of class for Semester 2/2023	May 4, 2024
<i>Substitution for Coronation Day*</i>	<i>May 6, 2024</i>
Final exam period	May 7 - 21, 2024
Submitting Forms for Degree Conferral	January 8 – 21, 2024

Remark * Holiday, No classes during this period

Updated: November 1, 2023