



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

OM 201 Principles of Operations Management /

OM 201 Operations Management

Semester 1/2019 (August 13 – December 16, 2019)

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

Lecture Time: Section 046401: Friday; 2.00 – 5.00 p.m.

Lecture Venue: Room 201, Faculty of Economics
Thammasat University, Tha Prachan campus

Instructors:

Instructor's Name: Dr. Panuwong Kumpirarusk
Office: Room F301, Anek Prasong II Building
Office Hours: Mondays, 16.00-18.00 hrs.
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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.

Teaching Materials and Resources:

Main Texts:

“Operations Management: Sustainability and Supply Chain Management”
Global edition, 12th Edition, By Jay Heizer, Barry Render, Chuck Munson,
Pearson, ISBN :9781292148632, Published: 2017

Required Readings/ Course Materials:

Teaching notes and coursework from lecturer (BE Moodle)

Suggested Readings:

- Harvard Business Review (www.hbr.org)
- McKinsey Quarterly (<http://www.mckinsey.com/quarterly/overview>)

Evaluation Methods:

Methods/Activities	Week	Weighted score
Attendance and participation	2-14	10%
Class assignments (4 x 5%)	3,4, 9,11	20%
Mid-term Examination		20%
Operations Improvement Project (Term Project)	15	20%
Final Examination		30%
Total		100%

Grading Criteria:

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

Teaching-Learning Methods:

- Lecture on theoretical concepts
- Case discussion and assignments
- Operations improvement project for a selected real case

Class Policy:

- Students shall read suggested textbooks or teaching notes before classes.
- Students shall contribute reasonable effort to classes and group assignments.
- Students shall check plagiarism and grammar in their reports or assignments before submission.
- Students shall prepare and submit their reports and assignments according to given instructions. Late submission may be rejected or lead to point deduction.
- Students shall not eat or use telephone during the class.

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes:
●	1.1 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 be not apparent. - Submit assignments and reports on time. - Corporate social responsibility, social enterprise and other sustainability concepts shall be integrated when performing the term project.
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge:	Expected Learning Outcomes:
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
●	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	<ul style="list-style-type: none"> - Major social and science concepts related to business management shall be applied in reports or assignments.

●	2.3 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.
●	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	- Analysis of real cases with poor operations shall be done in the term project.
	3. Intellectual Development:	Expected Learning Outcomes:
N/A	3.1 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.	
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	- Analysis of real cases with poor operations shall be done in the term project.
N/A	3.3 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.	
	4. Interpersonal Skills and Responsibilities:	Expected Learning Outcomes:
●	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	- Accomplish group assignments and group presentations with reasonable effort. - Human relations and other social skills shall be gradually improved.
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	

	5. Quantitative Analysis, Communication and Information Technology:	Expected Learning Outcomes:
○	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	- Statistical and quantitative analysis shall take part when analyzing real cases with poor operations in the term project.
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	5.3 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.	- Well-organized structure of written reports or assignments shall be apparent in the term project. - Professional presentation shall be proven and competitive in the term project.
○	5.4 Be able to utilize the information technologies or others to support the business operations.	- Solutions and recommendations based on recent technologies shall be proposed in the term project.

Teaching Plans:

Week	Date	Topic	Business Plan Competition
1	16 Aug 2019	Course Introduction <ul style="list-style-type: none"> • Course syllabus • Learning Expectation Introduction to Operations Management <ul style="list-style-type: none"> • Concepts of Operations Management 	Lecture & discussion
2	23 Aug 2019	Productivity <ul style="list-style-type: none"> • Importance of productivity • Types of productivity & calculation 	Lecture & practice
3	30 Aug 2019	Product and Service Design <ul style="list-style-type: none"> • Design of Product • Design of Service Process Design <ul style="list-style-type: none"> • Process Flowcharting & Improvement 	Lecture & class assignment#1 (5%)
4	6 Sep 2019	Operations Strategies for Sustainability (1/2) <ul style="list-style-type: none"> • Mission, Vision & Core Competencies • Generic Operations Strategies 	Lecture & class assignment#2 (5%)
5	13 Sep 2019	Operations Strategies for Sustainability (2/2) <ul style="list-style-type: none"> • Global Issues in Sustainability • Corporate Social Responsibility (CSR) Operations Improvement Project <ul style="list-style-type: none"> • Project Instruction 	Lecture & discussion

Week	Date	Topic	Business Plan Competition
		<ul style="list-style-type: none"> Teaming up and Project Selection 	
6	20 Sep 2019	Quality Management (1/2) <ul style="list-style-type: none"> Total Quality Management (TQM) Quality Improvement (QC Tools) Cost of Quality 	Lecture & discussion
7	27 Sep 2019	Quality Management (2/2) <ul style="list-style-type: none"> International Standards for Management Systems 	Lecture & discussion
	Friday 4 Oct 2019; 3.00-5.00 p.m.	Mid-term examination	Closed book exam (20%)
8	11 Oct 2019	Project Management (1/2) <ul style="list-style-type: none"> Importance of Project Management Project Management Techniques: CPM 	Lecture & practice
9	18 Oct 2019	Project Management (1/2) <ul style="list-style-type: none"> Project Management Techniques: PERT Cost-Time Trade-Offs and Project Crashing 	Lecture & class assignment#3 (5%)
10	25 Oct 2019	Inventory Management (1/2) <ul style="list-style-type: none"> Importance of inventory Models of inventory management 	Lecture & practice
11	1 Nov 2019	Inventory Management (2/2) <ul style="list-style-type: none"> Economic order quantity (EOQ) 	Lecture & class assignment#4 (5%)
12	8 Nov 2019	Supply Chain Management <ul style="list-style-type: none"> Sourcing Strategy Supply Chain Risk Measuring Supply Chain Management 	Lecture & discussion
13	15 Nov 2019	Lean Operations <ul style="list-style-type: none"> Lean Concepts and Cases 	Lecture & discussion
14	22 Nov 2019	Performance Measurement <ul style="list-style-type: none"> Importance of Performance Measurement Design of Objectives and Key Results 	Lecture & discussion
15	29 Nov 2019	Presentation of Operations Improvement Project <ul style="list-style-type: none"> <i>All group members shall show up today and significantly contribute to the group works throughout the semester.</i> <i>Peer evaluation shall be done after presentations.</i> 	Group presentation & peer evaluation (20%)
	Wednesday 4 Dec 2019; 1.30-4.30 p.m.	Final Examination	Closed book exam(30%)

Important Dates:

Mid-term Examination (Friday, October 4, 2019; 3.00-5.00 p.m.)

Final Examination (Wednesday, December 4, 2019; 1.30-4.30 p.m.)



ACADEMIC CALENDAR SEMESTER 1/2019

Event	Semester 1 (August - December 2019)
Pre-Registration period (BE Portal)	July 8 - 10, 2019
Course Registration (Reg TU)	July 23 - 26, 2019
Payment	July 23 - 29, 2019
Classes Begin	August 13, 2019
Adding and Dropping Courses W/O Record	August 13 - 26, 2019
Payment	August 13 - 27, 2019
Mid-term Examination Period	September 30 - October 5, 2019
<i>His Majesty the late King Bhumibol Adulyadej Memorial Day*</i>	<i>October 13, 2019</i>
<i>Substitution for His Majesty the late King Bhumibol Adulyadej Memorial Day*</i>	<i>October 14, 2019</i>
Course Withdrawal With "W"	October 16 - 21, 2019
<i>King Chulalongkorn Memorial Day*</i>	<i>October 23, 2019</i>
Last Day of Classes	December 1, 2019
Final Examination Period	December 2-4, 6-9, 11-16, 2019
<i>The birthday of His Majesty the late King Bhumibol Adulyadej*</i>	<i>December 5, 2019</i>
<i>Constitution Day*</i>	<i>December 10, 2019</i>

Remark:

* Holiday, No classes during this period