

Course Outline

OM201: Operations Management

Semester 2/2021 (10 January – 7 May 2021)

Number of Credits: 3 credits (3-0-9)

Lecture Time: Fridays; 2.00-5.00 PM

Teaching Material Platform: MS Team

Meeting Platform: MS Team

Enrollment key #BE Moodle: 0147 (<http://bemoodle.econ.tu.ac.th/>)

Instructors:

Instructor's Name: Assistant Professor Panuwong Kumpirarusk, Ph.D.

Course Coordinator: Assistant Professor Panuwong Kumpirarusk, Ph.D.

Office: Room F310 (Office of MBA Program), Anek Prasong II Building

Office Hours: As appointments

Contact Information: om201be@gmail.com

Line group: BE-OM201-2-2021



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, 13th Edition, By Jay Heizer, Barry Render, Chuck Munson, Pearson, Published: 2020.

Required Readings/ Course Materials:

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

Evaluation Methods:

Methods/Activities	Week	Weighted score
Individual and group in-class assignments (4 x 5%)	3, 9, 11, 13	20%
Group reports and presentations (2 x 10%)	6, 14	20%
Class participation		5%
Class attendance		5%
Midterm exam		25%
Final exam		25%
Total		100%

Grading Criteria:

Grades	Percentage	1/2019	2/2019	1/2020	2/2020	1/2021
A	85-100	8%	24%	18%	7%	13%
B+	75-84	19%	66%	31%	55%	19%
B	70-74	23%	5%	25%	34%	10%
C+	65-69	27%	-	8%	4%	21%
C	60-64	11%	-	10%	-	6%
D+	50-59	4%	-	4%	-	15%
D	40-49	4%	-	-	-	2%
F	0-39	-	-	-	-	-
W		4%	5%	4%	-	14%

Teaching-Learning Methods:

- Lecture on theoretical concepts
- Case discussion and assignments
- Group reports

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 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 and chat during the class.
- Students are encouraged to operate the camera during online classes.

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes:
●	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	- 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 in reports.
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.	- 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,	- Major operations management concepts shall be tested in midterm and final

	corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	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 reports.
	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 reports.
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 in midterm and final examinations.
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. - Professional presentation shall be proven and competitive in reports.

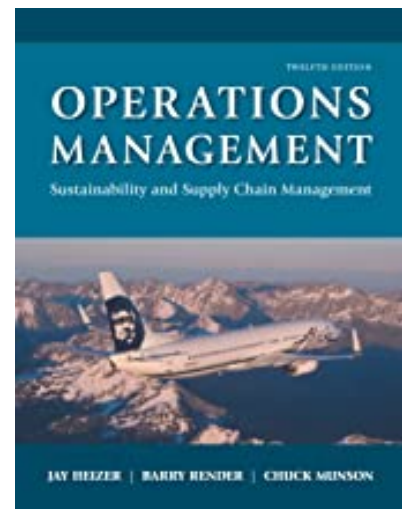
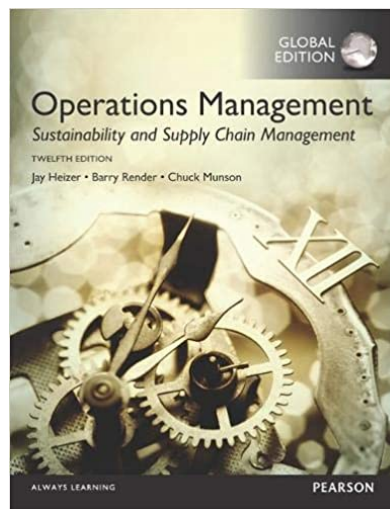
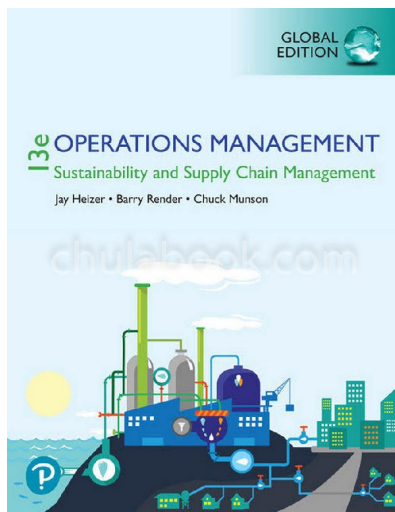
○	5.4 Be able to utilize the information technologies or others to support the business operations.	- Solutions and recommendations based on recent technologies shall be proposed in reports.
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Teaching Plans:

Week	Date	Topic	Business Plan Competition
1	14 January 2022	Course Introduction - Course Syllabus - Learning Expectation Introduction to Operations Management (1/2) - What is Operations Management? - Characteristics of Goods and Services	Lecture & Discussion Chapter 1
2	21 January 2022	Introduction to Operations Management (2/2) - Single Factor and Multi-Factor Productivities - Ethics, Social Responsibility, and Sustainability in OM - Exercises on Productivity Calculation Operations Strategies for Sustainability (1/2) - Mission and Vision - Core Competencies, Competitive Advantage, and Outsourcing - Instruction on Group Report #2: Strategy Formulation	Lecture & Discussion Chapter 1 & 2
3	28 January 2022	Operations Strategies for Sustainability (2/2) - Low Cost, Differentiation, and Response Strategies - Global Operations Strategies Individual Assignment on Productivity Calculation	Lecture & Discussion Chapter 2 Individual Assignment #1 (5%)
4	4 February 2022	Product and Service Design - Product Development Process - Product Life Cycle - Service Blueprinting - Elements of Good Design - Instruction on Group Report #1: Product & Service Design	Lecture & Discussion Chapter 5
5	11 February 2022	Process Design - Process Type Selection and Strategies - Facility Layout - Process Analysis and Design - Seven Wastes - Process Tools and Improvement - Service Process Design	Lecture & Presentation Chapter 7
6	18 February 2022	Presentation of Group Report #1 on Product & Service Design	Presentation Group Report #1 (10%)
7	25 February 2022	Wrap up for Midterm Examination	Summary & Discussion

Week	Date	Topic	Business Plan Competition
Midterm Examination with proctor monitoring on Friday, March 4, 2022; 3.00 – 5.00 PM (25%)			
8	11 March 2022	Quality Management (1/2) • Definition and Importance of Quality • Determinants of Product Quality & Service Quality • Cost of Quality • Total Quality Management Concepts	Lecture & Discussion Chapter 6
9	18 March 2022	Quality Management (2/2) • ISO 9001 • Basic 7 QC Tools	Lecture & Discussion Chapter 6 Individual Assignment #2 (5%)
10	25 March 2022	Inventory Management (1/2) • Definition and Importance of Inventory • ABC Model	Lecture & Exercise Chapter 12
11	1 April 2022	Inventory Management (2/2) • Basic EOQ Model • Inventory Control & Management	Lecture & Exercise Chapter 12 Group Assignment #3 (5%)
12	8 April 2022	Project Management (1/2) • Importance of Project Management • Project Planning, Scheduling, and Controlling • Roles of Project Manager • Project Network Drawing • Critical Path Method: CPM	Lecture & Exercise Chapter 3
13	22 April 2022	Project Management (2/2) • Cost-Time Trade-Offs and Project Crashing	Lecture & Exercise Chapter 3 Group Assignment #4 (5%)
14	29 April 2022	Presentation of Group Report 2 on Strategy Formulation	Presentation Group Report #2 (10%)
15	6 May 2022	Supply Chain Management • Definition and Importance of Supply Chain • Sourcing Strategies • Performance of Supply Chain Wrap up for Final Examination	Lecture & Discussion Chapter 11
Final Examination with proctor monitoring on Tuesday, May 24, 2022; 1.30 – 4.30 PM (25%)			

Suggested Texts: Recent Editions



ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2021

Semester 2/2021 (January 10 – May 7, 2022)	
Classes Begin	January 10, 2022
Add-drop period	January 17 - 20, 2022 <i>(from 9.00 AM of January 17 to 10.30 PM of January 20)</i>
Tuition Fee Payment Period	7 December, 2021 - January 23, 2022 <i>(9 AM - 10.30 PM)</i>
<i>Makha Bucha Day*</i>	<i>February 16, 2022</i>
Mid-term Examination Period	February 28 - March 5, 2022
Withdrawal period with "W" on record	March 14 - April 25, 2022 <i>(from 9.00 AM of March 14 to 10.30 PM of April 25)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2022</i>
<i>Songkran Festival Day*</i>	<i>April 11 - 17, 2022</i>
<i>Coronation Day*</i>	<i>May 4, 2022</i>
Last day of class for Semester 2/2021	May 7, 2022
Final exam period	May 9 - 12, 17 - 25, 2022
<i>Royal Ploughing Ceremony Day*</i>	<i>May 13, 2022</i>
<i>Visakha Bucha Day*</i>	<i>May 15, 2022</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>May 16, 2022</i>

Remark * Holiday, No classes during this period