



Course Outline

OM201: OPERATIONS MANAGEMENT

Semester 2/2022 (January 9th – May 6th, 2023)

Number of Credit: 3 credits.

Prerequisite: none

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.

Class Time and Logistic

Class day: Fridays

Class time: 02.00–05.00 PM

Venue: Room 302, Faculty of Economics

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

Instructor:

Name: Assistant Professor Panuwong Kumpirarusk, Ph.D.

Office Hours: Fridays, 12.00-01.30 PM,

Room 545, Thammasat Business School

Email: panuwong@tbs.tu.ac.th

Phone: 0898342110

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

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

Evaluation Methods:

Methods/Activities	Week	Weighted score
Individual in-class assignments (3 x 5%)	3, 12, 14	15%
Group reports and presentations (2 x 10%)	6, 15	20%
Class participation		5%
Class attendance		5%
Midterm exam		25%
Final exam		30%
Total		100%

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, 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 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:
O	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.
O	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.

Tentative Class Schedule:

Week	Date	Topic	Material and Activities
1	13 January 2023	Course Introduction - Course Syllabus - Learning Expectation - Class Networking Operations and Productivity (1/2) - What is Operations Management? - Characteristics of Goods and Services	Lecture & Discussion Chapter 1
2	20 January 2023	Operations and Productivity (2/2) - Single Factor and Multi-Factor Productivities - Ethics, Social Responsibility, and Sustainability in OM - Exercises on Productivity Calculation	Lecture & Exercise Chapter 1
3	27 January 2023	Product and Service Design (1/2) - Design Thinking - Product Development Process Group Report #1: Product & Service Design-Instruction Individual Assignment on Productivity Calculation	Lecture & Discussion Chapter 5 Individual Assignment #1 (5%)
4	3 February 2023	Product and Service Design (2/2) - Service Blueprinting - Elements of Good Design - Product Life Cycle	Lecture & Discussion Chapter 5
5	10 February 2023	Process Design (2/2) - Process Type Selection and Strategies - Facility Layout - Process Analysis and Design - Seven Wastes - Process Tools and Improvement - Service Process Design	Lecture & Discussion Chapter 7

Week	Date	Topic	Material and Activities
6	17 February 2023	Presentation of Group Report #1 on Product & Service Design	Presentation Group Report #1 (10%)
7	24 February 2023	Supply Chain Management - Definition and Importance of Supply Chain - Sourcing Strategies - Performance of Supply Chain Wrap up for Midterm Examination	Lecture & Discussion Chapter 11
Midterm Examination (25%)			
8	17 March 2023	Operations Strategies for Sustainability - Mission and Vision - Core Competencies, Competitive Advantage, and Outsourcing - Low Cost, Differentiation, and Response Strategies - Global Operations Strategies Group Report #2: Strategy Formulation-Instruction	Lecture & Discussion Chapter 2
9	24 March 2023	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
10	31 March 2023	Quality Management (2/2) - ISO 9001 - Basic 7 QC Tools	Lecture & Discussion Chapter 6 ISO 9001 Publications
11	7 April 2023	Inventory Management (1/2) - Definition and Importance of Inventory - ABC Model	Lecture & Exercise Chapter 12
12	21 April 2023	Inventory Management (2/2) - Basic EOQ Model - Inventory Control & Management Individual Assignment on Inventory Calculation	Lecture & Exercise Chapter 12 Individual Assignment #2 (5%)
13	28 April 2023	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
14	5 May 2023	Project Management (2/2) Cost-Time Trade-Offs and Project Crashing Individual Assignment on Projection Management Calculation	Lecture & Exercise Chapter 3 Individual Assignment #3 (5%)
15	Saturday, 6 May 2023 (ONLINE)	Presentation of Group Report #2 on Strategy Formulation Wrap up for Final Examination	Presentation Group Report #2 (10%)
Final Examination (30%)			

Suggested Texts: Recent Editions

