



# B.E. International Program

## Faculty of Economics, Thammasat University



### Course Outline

**IM203 Production and Operations Management** (*Curriculum 2004*)

**OM201 Principles of Operations Management** (*Curriculum 2009*)

Semester: 2/2011 (January 9 – May 20, 2012)

**Prerequisite:** 2<sup>nd</sup> year student

**Course Description:**

Production and operations management focuses on carefully managing the (business) processes to produce and distribute products and services. Usually, small businesses don't talk about "operations management/strategy", but they carry out the activities that management schools typically associate with the phrase "operations management." Major, overall activities often include product/service creation, development, production and distribution. Related activities include understanding the competitiveness of nation, industry, and country; manufacturing/operational strategy; order-winners/qualifiers; managing inbound & outbound operations; lean operation strategy; quality assurance/standard(s) strategy; logistics and supply network management strategy; technology and innovation management strategy. A great deal of focus is on efficiency and effectiveness of (business) processes. Therefore, operations management often includes substantial measurement and analysis of internal and external (business) processes. Ultimately, the nature of how operations management is carried out in an organization depends very much on the nature of products or services in the organization, for example, retail, manufacturing, wholesale, etc.

**Course Objective:**

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 operational excellence.

**Class Time and Venue:**

Date: Mondays  
Time: 2 – 5 p.m.  
Venue: 304, Faculty of Economics

**Instructor:**

Asst. Prof. Dr. Karndee Leoparote  
Executive Director, Asian Knowledge Institute  
Operations Management, Thammasat Business School  
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**Required Textbook:**

Roberta Russell & Bernard W. Taylor, (2010), *Operations Management: Along the Supply Chain*, Ed 7, John Wiley & Son.

**Evaluations:**

Midterm Exam	20% (Feb. 27, 2012, 13.00-14.30)
Final Exam	30% (May 16, 2012, 09.00-12.00)
Quiz & Homework	20%
Project	20%
Class Attendance and Participation	10%

**Remarks:**

- ◆ Second semester begins Jan. 9, 2012
- ◆ Period of withdrawal without "W" Jan. 9-23, 2012
- ◆ Mid-Term Examination Feb. 27 – March 3, 2012
- ◆ Last day of withdrawal with "W" March 21, 2012
- ◆ Last day of class Apr. 29, 2012
- ◆ Final Examination May 4 - 20, 2012

**Teaching / Learning Format:**

- Powerpoint presentations, In-class discussion, Case study, Group assignment, Students' active participation, guest speakers, and simulation games.
- Class slides and material can be downloaded from [www.karndee.com](http://www.karndee.com)

### Class Schedule (Tentative)

Week	Date	Topic	Reading Material / Case	Assignment
1	01.09.12	Course introduction Introduction to OM  Introduction to Analytical and Conceptual Thinking	Case: Cappuccino Express  Simulation Games	
2	01.16.12	- Operations Strategy in a Global Environment and Productivity Competitive Advantage	Chapter 1	HW1 (G): Analysis of Competitive Advantage
3	01.23.12	Product and Service Design - Issues and service in product design - Creative product / service design workshop <b>Guest Speaker:</b> OM application in consulting career	Chapter 4 - 5 Case: IDEO Product Development	
4	01.30.12	Process Strategy	Chapter 6 Case: Kristen's Cookie Company	HW 2 (I): Case: Kristen's Cookie Company (From Chase Textbook, pg 178)
5	02.06.12	- Productivity Improvement & Lean Operations	Chapter 6 Case: Earth Buddy*	HW 3 (G): Business observations
6	02.13.12	Productivity Improvement & Lean Operations <b>Guest Speaker:</b> Lean operations in service system		
7	02.20.12	Project Management	Chapter 9	(G) Project Proposal
	02.27.12	Midterm Exam Week		
8	03.05.12	Quality Management	Chapter 2 Case: Quality Management at State University (with 7 QC tool technique)	
9	03.12.12	<b>Field Trip:</b> Quality and Safety Management in Nuclear Business at Thailand Institute of Nuclear Technology - Tentative		
10	03.19.12	Introduction to Supply Chain Management	Chapter 10 Case: Zara's Supply Chain	
11	03.26.12	Location Strategies	Supplement 7	
12	04.02.12	Layout Strategies	Chapter 7 Case: The Pizza Connection (From Krajewski Textbook, pg 338)	HW 4 (G): Case: The Pizza Connection
13	04.09.12	Inventory Management	Chapter Case: CJ Cosmetic	HW 5 (G): CJ Cosmetic
14	04.23.12	Project Presentation		
15	04.26.12	<b>Field Trip:</b> Service Design and Supply Chain Management at OfficeMate (Thailand) - Tentative		
16	04.30.12	Course Summary		

\*Klassen & Manor, 2006, Cases in Operations Management, SAGE