

Course Outline

OM 201 Principles of Operations Management / OM 201 Operations Management

Semester 1/2021 (9 August–27 November 2021)

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

Lecture Time: Fridays; 2.00-5.00 p.m.

Lecture Venue: MS Teams

Enrollment key for BE Moodle: 4532

Instructors:

Instructor's Name: Assistant Professor Dr.Panuwong Kumpirarusk

Course Coordinator: Assistant Professor Dr.Panuwong Kumpirarusk

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

Office Hours: As appointments

Contact Information: om201be@gmail.com

Line group: BE-OM201-1-2021



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, 12th Edition, By **Jay Heizer**, Barry Render, Chuck Munson, Pearson, ISBN: 9781292148632, Published: 2017.

Required Readings/ Course Materials:

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

Evaluation Methods:

Methods/Activities	Week	Weighted score
Individual and group in-class assignments (4 x 5%)	3, 9, 11, 14	20%
Group reports and presentations (2 x 15%)	4, 7	30%
Midterm exam		20%
Final exam		30%
Total		100%

Grading Criteria:

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

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 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 and chat 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 in reports or assignments.
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,	<ul style="list-style-type: none"> - 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 or assignments.
	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 or assignments.
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 or assignments.
○	5.4 Be able to utilize the information technologies or	- Solutions and recommendations based on recent technologies shall be proposed in

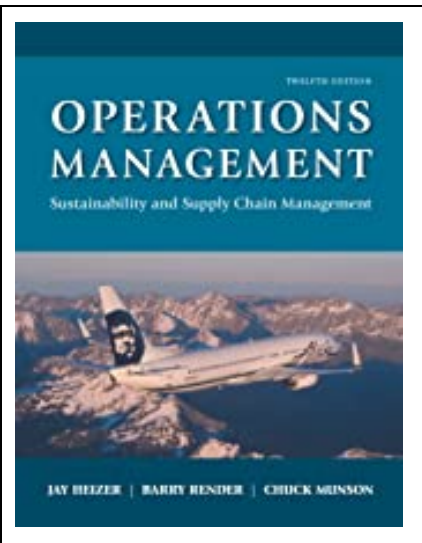
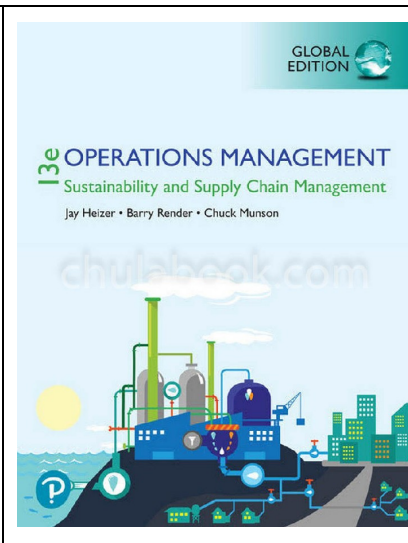
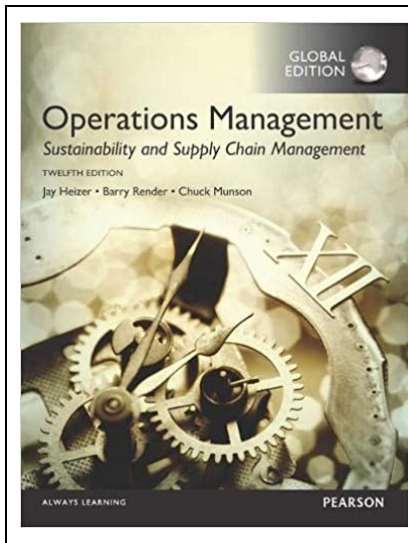
	others to support the business operations.	reports or assignments.
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Teaching Plans:

Week	Date	Topic	Business Plan Competition
1	13 August 2021	Course Introduction <ul style="list-style-type: none"> • Course Syllabus • Learning Expectation Introduction to Operations Management (1/2) <ul style="list-style-type: none"> • Concepts of Operations Management 	Lecture & Discussion Chapter 1
2	20 August 2021	Introduction to Operations Management (2/2) <ul style="list-style-type: none"> • Importance of Productivity • Types of Productivity & Calculation Operations Strategies for Sustainability (1/2) <ul style="list-style-type: none"> • Mission, Vision & Core Competencies • Generic Operations Strategies • Instruction on Group Report #1: Strategy Formulation 	Lecture & Discussion Chapter 1 & 2
3	27 August 2021	Operations Strategies for Sustainability (2/2) <ul style="list-style-type: none"> • Global Issues in Sustainability • Corporate Social Responsibility (CSR) Exercise on Productivity Calculation	Lecture & Discussion Chapter 2 Individual Assignment #1 (5%)
4	3 September 2021	Presentation of Group Report #1	Presentation Group Report #1 (15%)
5	10 September 2021	Product and Service Design <ul style="list-style-type: none"> • Design of Product • Design of Service • Instruction on Group Report #2: Product & Service Design 	Lecture & Discussion Chapter 5
6	17 September 2021	Process Design <ul style="list-style-type: none"> • Process Strategies • Facility Layout • Process Analysis and Design • Process Tools and Improvement 	Lecture & Presentation Chapter 7
7	24 September 2021	Presentation of Group Report #2	Presentation Group Report #2 (15%)
Midterm Examination: Written Exam (20%)			
8	8 October 2021	Quality Management (1/2) <ul style="list-style-type: none"> • Total Quality Management (TQM) • Cost of Quality 	Lecture & Discussion Chapter 6
9	15 October 2021	Quality Management (2/2) <ul style="list-style-type: none"> • Quality Improvement 	Lecture & Discussion Chapter 6 Individual Assignment #2 (5%)

Week	Date	Topic	Business Plan Competition
10	22 October 2021	Inventory Management (1/2) <ul style="list-style-type: none"> • Importance of Inventory • Models of inventory management • ABC Model • Economic Order Quantity Model (EOQ) 	Lecture & Discussion Chapter 12
11	29 October 2021	Inventory Management (2/2) <ul style="list-style-type: none"> • Production Order Quantity Model (POQ) • Quantity Discount Model 	Lecture & Discussion Chapter 12 Group Assignment #3 (5%)
12	5 November 2021	Supply Chain Management <ul style="list-style-type: none"> • Sourcing Strategy • Supply Chain Risk • Measuring Supply Chain Management 	Lecture & Discussion Chapter 11
13	12 November 2021	Project Management (1/2) <ul style="list-style-type: none"> • Importance of Project Management • Project Management Techniques: CPM 	Lecture & Discussion Chapter 3
14	19 November 2021	Project Management (2/2) <ul style="list-style-type: none"> • Cost-Time Trade-Offs and Project Crashing 	Lecture & Discussion Chapter 3 Group Assignment #4 (5%)
15	26 November 2021	Lean Operations <ul style="list-style-type: none"> • Lean Concept • Toyota Production System • Small Lot Production and Reduction of Setup Time 	Lecture & Discussion Chapter 16
Final Examination: Written Exam (30%)			

Suggested Texts: Recent Editions



ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2021

Semester 1/2021 (August 9 - November 27, 2021)	
Classes Begin	August 9, 2021
Add-drop period	August 6 - 15, 2021
Tuition Fee Installment Plan For ID.61-63 only <i>(9 AM - 10.30 PM)</i>	#Round 1 (July 16 – 18, 2021) #Round 2 (August 30 – September 3, 2021) #Round 3 (September 20 – 22, 2021)
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2021</i>
<i>Prince Mahidol Day*</i>	<i>September 24, 2021</i>
Mid-term Examination Period	September 27 - October 3, 2021
Withdrawal period with "W" on record	October 11 - November 15, 2021
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2021</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 22, 2021</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2021</i>
Last day of class for Semester 1/2021	November 27, 2021
Final exam period	November 29-30, December 1-3, 7-9, 11-17, 2021
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2021</i>
<i>Substitution for H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 6, 2021</i>
<i>Constitution Day*</i>	<i>December 10, 2021</i>

Remark * Holiday, No classes during this period