



**Carleton**  
UNIVERSITY

**SPROTT**  
SCHOOL OF BUSINESS

**TOMS - 5302 (A & D) OPERATIONS MANAGEMENT  
WINTER 2020**

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**A. COURSE OVERVIEW**

Operations management encompasses the body of knowledge concerning management of the day-to-day operations of any type of company. It may be defined as the design, operation, and improvement of the systems that create the firm's products and services. As Ritzman et al. puts it *'In essence, operations management is really about creating customer value through the effective and efficient management of processes, including product, service, and product design'*.

Three critical themes of operations management are emphasized: effective process management, importance of cross-functional integration and role of operations in the creation of customer value.

This is a first level course in the area of operations management specifically designed for MBA class to be delivered as 0.25 credit course. We will emphasize on limited topics in the course keeping in mind that at the end of the course you would have developed the abilities i) to recognize and solve an operations problem, ii) to present and discuss intelligently an operations issue with staff and management; iii) to identify necessary skill set that would be required to solve a complex operations problem; iv) to see the impact of decisions and actions of operations area on other functions of the organization.

The Operations area is very broad and given the short time for the course we will be able to deal with limited topics. In particular, the following topics, some in depth while others at conceptual level, will be covered:

1. Creating Customer Value through Operations
2. Process Management
3. Project Management
4. Quality Management: Focus on Statistical Quality Control
5. Capacity Planning
6. Resource Planning



Students with a degree of B.Com. or Industrial Engineering may find course relatively easy; and my attempt will be to make the course interesting, refreshing and experiential for them.

## **B. CALENDAR DESCRIPTION**

The provision of services and goods to customers, with focus on efficiency, effectiveness, and productivity. Planning and control of processes involving products, workers, equipment, suppliers, and customers. Effects of variation and uncertainty on lead time, inventory, quality, and customer service. Includes: Experiential Learning Activity

## **C. LEARNING OBJECTIVES and LEARNING OUTCOMES**

Upon completion of this course, students should:

1. demonstrate an understanding of key issues facing managers in making decisions about the design, operation and improvement of systems that create the organization's products and services.
2. be able to recognize the pivotal value of operations in the creation of customer value.
3. understand the interrelated processes of a firm which connects operations with all other functional areas of an organization.
4. demonstrate knowledge of OM concepts/tools and apply them to design, plan, coordinate and control operations within an organization.

## **D. COURSE ORGANIZATION**

The format of the course consists of a mixture of lectures, exposing the relevant material, case discussions on specific applications of management science approaches, and in-class problem solving. Students are required to read the assigned reading materials prior to the respective class. For some selected readings, a written report will be required (due at the beginning of the class), marked and will contribute to the overall course evaluation. Learning will also be enhanced through a set of review problems that will be assigned to practice some of the management science approaches discussed in class. The answers to these problems are not to be handed in, but should assist you in-class problem solving and discussion.

**Course Prerequisites:** BUSI 5801.

### **COURSE TEXTBOOK(S):**

L.P. Ritzman, L.J. Krajewski, M.K. Malhotra and R.D. Klassen, *Foundations of Operations Management*, 4th Canadian Edition, ©2016 Pearson Education Canada. ISBN-10: 0134090918; ISBN-13: 9780134090917

[Note: Only Chapters 1, 3, 4, 6, 7 and 11 or its parts from the textbook are required.]

The course content is more related to several books on Operations Management authored by L.P. Ritzman, L.J. Krajewski, and M.K. Malhotra in last 20 years, the three authors have co-authored a variety of books including a few mentioned below, the content of each varies a bit.

- Foundations of Operations Management
- Foundations of Operations Management, Canadian Edition (with R.D. Klassen)
- Operations Management - Operations Management: Processes and Value Chains
- Operations Management: Processes and Supply Chains

The price of each of the above latest edition is exorbitant around/above \$150. For our purpose since we are going to cover just a few topics, it is advised that you search e-sources such as Amazon or eBay and pick up the one which fits with the budget keeping, e-version or hard-copy is your choice. However please keep two criteria in mind: 1. The book should have most (if not all) of the topics that we are covering in this course (as per the course outline) 2. The book edition should not be ancient i.e. newer the better; 2016 or beyond will be OK.

Please note, you do not require to buy a text-book to succeed in our upcoming course. Also a few OM Textbooks listed below are available on RESERVE in the main library.

1. R.S. Russell, and B.W. Taylor III, Operations Management, Multimedia version, Prentice Hall.
2. J. Heizer and B. Render, Principles of Operations Management, Prentice Hall.
3. J. R. Evans and W.M. Lindsay, The Management and Control of Quality, Thomson South Western.
4. J.R. Meredith and S. J. Mantel, Jr., Project Management: A Managerial Approach, John Wiley.
5. D.P. Hobbs, Lean Manufacturing Implementation, J. Ross Publishers.
6. T. Burton, The Lean Extended Enterprise, J. Ross Publishers.
7. W.J. Stevenson and M. Hojati, Operations Management, McGraw-Hill Ryerson.
8. W.J. Stevenson, Operations Management, McGraw-Hill.
9. N. Gaither and G. Frazier, Production and Operations Management, South Western College.
10. R.B. Chase, N.J. Aquilano and F.R. Jacobs, Operations Management for Competitive Advantage, McGraw-Hill

### **CASE STUDIES**

We will use four (4) case studies in the course. All the case studies will be loaded on CU-LEARN.

### **USE OF SOFTWARE**

You may use any software package which contains Management Science models. Microsoft Excel software tool or other tools introduced in the Modeling Business Decisions course can also be used.

**EXAM DATE: 28-February, 2020 (Individual final end term Take-home submission)**

### **Drop Course Policy:**

The deadline for academic withdrawal is the last day of classes (each term).

**Grading Scheme:**

Class Participation	20% (Individual)
Case Presentations	10% (Group)
Case Write-up/Managerial Report	20% (Group)
Final Examination	50% (Individual)
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<b>TOTAL</b>	<b>100%</b>

**PREPARATION AND PARTICIPATION:**

**Class Participation** – Contribution to Class Discussions (20%) The general guidelines are: Read all the required readings and participate in class discussions as actively and constructively as possible. I will grade each student’s participation in class discussions. The continuum of the instructors’ evaluation ranges from 0 to 4. That is, the minimum possible mark for participation in each class discussions is 0, the maximum is 4. Therefore, the total highest mark for participation in class discussions throughout the course is 20, the lowest is 0 (first session will not be counted).

Instructor will evaluate your participation in class discussion by applying the following criteria:

1. Did the student participate in today’s class discussion (other than the assigned role of case presenter or case discussant- as there are separate marks assigned for that)?
2. Was there evidence that the student’s participation in the discussion was based on his or her knowledge of the required readings? Did the student really read ALL readings assigned for a given class or was the student’s discussion based only on his or her past experience and/or common sense? (For classes in which readings/cases are required)
3. Was the student’s discussion appropriate and to the point?
4. Did the student contribute to class learning?

Class discussions provide an opportunity to manifest your creative abilities.

**Class Presentations** (10%) There will be 6 or 7 groups in the class, depending on the class enrollment. Each group will be making ONE presentations on the Case. Each member in the group will be responsible for a part of the presentation. Marks will be based on the group performance.

**Case Write-up** (20%) There will be four (4) cases discussed in this course. You will be required to hand in write-up for one case. This case should be other than the one your group is presenting. To assist you in completing this assignment a set of questions for each case that we expect to see answered in your write up will be provided in the preceding class and/or given at the end of the case. These questions will also form the basis of our discussion in class. When handing in the case write-up DO NOT just repeat case facts. Rather, you need to analyze the material given in the case when answering the case questions. Case write-ups should be precise and to the point not exceeding typed 6 pages’ double spaces.

Make sure that you give the rationale behind all your recommendations. Finally, clarity of writing is an important part of communication. Marks will be taken off if the case submission is not well written. It should be noted that the case write-ups are due before it is discussed in the class. No case write-up submissions will be accepted for grading after the discussion has begun. Please note that the managerial reports will not be returned after being marked. However, they will be available for consultation at the instructor's office. Be sure to keep a copy for yourself.

Further tips for Case Analysis are appended to the course outline.

What skills you will develop:

- 1) Ability to understand client needs and scope.
- 2) Apply quantitative and qualitative concepts taught in this course
- 3) Ability to collect relevant information, analyze it, and present it effectively.
- 4) Ability to develop a professional report
- 5) Presentation Skills
- 6) Team Work and Collaboration

**Final Examination** (50%) Format of the exam will be discussed in the class. Structure of the exam and examples will be provided. The goal of the final exam is to test knowledge acquired during the course. Questions will be asked from the material covered in the class including cases, class notes and readings. Examination may consist of short essay questions, qualitative and quantitative and may include a mini-case which you would be expected to analyze and make recommendations.

- Release of Question Paper: Wednesday, 12-February, 2020 (uploaded on CU Learn 2.00 PM)
- Submission of Individual Take-home due by 28-February, 2020 (2.00 PM) in Room No. 810 DT, Sprott School of Business, Carleton University (Kind Attention: Ms. Megan Moran)

We strongly recommend that you periodically review the required readings, case assignments, practice problems, and the notes you make during class discussions.

Students are advised that exam papers will not be returned back to them after being marked. They will be available for consultation only at the instructor's office. If a participant is unable to sit for the final exam, the School's office will determine the eligibility for a deferred final examination. It should be noted that deferred examinations are not granted to participants who make travel plans that conflict with the examination period. Further, the final grade in the course is subject to Dean's approval.

**Case Approach:** Cases are brief descriptions of a situation in which an organization finds itself at a point in time. Basically, a case study is only a story, a description of events usually in a chronological order. These events provide one source of information you will need to answer questions posed. Other source is the lecture material and research articles discussed in the class. The main purpose of the case assignment is to identify the problem(s)/opportunities facing the

organization and to utilize theories and ideas you have learned in this course to make decisions on how to solve those problems. You may feel uncomfortable making such decisions even after you have done a thorough analysis of all the information in the case. Some of what you consider to be key pieces of information may be missing, but this is part of normal reality. Management decisions are never made based on complete information.

The four cases will also be discussed in class. You may be called upon to discuss some aspect of a case during the case discussion. You should come to class prepared to discuss any and all aspects of the problem(s)/opportunities in the case and of the decisions you make.

The following steps are a suggested framework. You can modify them as necessary:

- 1) Preview the Case - You may read rapidly or skim through the case, taking notes and jotting down the important ideas. Discover the parameters of the problem and keep in mind the questions that have been asked
- 2) Read the Case – Once you have previewed the case, read it in detail. While reading in detail, you should be looking for major problems, variables, constraints, limitations, alternatives. Keep in mind the relevant literature which may help in solving the case. Note down the relevant points
- 3) Identify the causes for the problem and the type of relationship between the problem and the causes.
- 4) Identify alternative solutions and try to determine what is the best solution
- 5) Give a recommended solution and a plan for implementation (action plan). The action plan should attempt to solve both present and future problems. Undesirable solutions that may occur in the future should also be addressed during this stage. Try to answer what, who when and why. For example, what should be done, when it should be done, who should do it and why should it be done. Give clear rationale for the recommendation.
- 6) Conduct risk analysis. In other words, what things could go wrong if your client/organization implements your recommendations, and how organization can prepare for least damage incase unwanted situation occurs. What are suggestions you can give to the firm for smooth implementation of your recommendations.
- 7) Writing should be well organized, logical, clear and free of any grammatical or spelling mistakes. You must support statements with facts.

**Team Approach:** An interactive learning environment provides the maximum potential to explore and truly grasp the material of the course. To facilitate interactive discussion teams will be formed. It will be necessary for the teams to meet outside of class to discuss the case analyses. In addition, during class, teams may be given topics for discussion and/or small tasks to accomplish. Good group dynamics are essential. You are strongly advised to speak to the instructor about group problems as soon as they arise, rather than waiting until it is too late. Instructors will do their best to help mediate group problems as needed.

The Sprott School of Business encourages group assignments in the school for several reasons.

They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

**Missed assignments and deferred examination:**

Please discuss with instructor and provide appropriate reasons.

**Deferred Final Examination:**

Students unable to write a final examination because of illness or other circumstances beyond their control must contact the instructor and the MBA office in writing to request a deferred exam. Permission may be granted when the absence is supported by a medical certificate and or appropriate document/s to support the reason for the deferral.

**Course Schedule:**

Week	Date	Topic/Agenda	Pre-class Prep
1	Session-1	Creating Customer Value through Operations	Read Course Outline; Chapter Presentation 1
2	Session-2	Process Management	Practice Solved Numericals Chapter1 Read Chapter Presentation 2
3	Session-3	Project Management	Practice Solved Numericals Chapter 2 Read Chapter Presentation 3
4	Session-4	Quality Management: Focus on Statistical Quality Control	Practice Solved Numericals Chapter 3 Read Chapter Presentation 4
5	Session-5	Capacity Planning	Practice Solved Numericals Chapter 4 Read Chapter Presentation 5
6	Session-6	Resource Planning	Practice Solved Numericals Chapter 5 Read Chapter Presentation 6

**ADDITIONAL INFORMATION**

**Course Sharing Websites**

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

## **Required calculator in BUSI course examinations**

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII.

## **Group work**

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

## **Academic Regulations**

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

## **Requests for Academic Accommodation**

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

## **Pregnancy obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

For more details, visit the Equity Services website: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>



### **Religious obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

### **Academic Accommodations for Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](http://carleton.ca/pmc)

### **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: <https://carleton.ca/sexual-violence-support/>

### **Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: [students.carleton.ca/course-outline](http://students.carleton.ca/course-outline)

## **Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>

## **Centre for Student Academic Support**

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: [carleton.ca/csas](http://carleton.ca/csas)

## **Important Information:**

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean’s approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>

## **Important dates and deadlines**

<https://sprott.carleton.ca/students/mba/dates-deadlines-policies/>