



BA 546: Business Operations Management Summer 2024

Professor Contact Information & Office Hours

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Professor of Management

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Office: GH 208

Office Hours: Zoom office hours for cases listed on Blackboard.

Preferred Communication Method and Expected Response Time

E-mail (≤ 24 hrs.). If you have questions about an assignment, please attach your current work-in-progress.

Course Description

Business Operations Management is concerned with designing, planning, development, organizing, and delivery of products and services. Students will be introduced conceptual and practical frameworks, and analytical tools to optimize key decisions in designing and managing operational processes. The objective of the course is to provide students with the basic skills necessary to critically analyze a company's operating performance and practices.

Prerequisites (If any)

None

Required Text(s) and Materials

There are 6 cases in this course. You can either buy all as a package from the WKU bookstore or buy directly from [Harvard Business Publishing](#) (for \$4.25 each case).

Case Study 1: [National Cranberry Cooperative](#)

Case Study 2: [Reynolds Construction Company](#)

Case Study 3: [L.L. Bean, Inc.: Item Forecasting and Inventory Management](#)

Case Study 4: [University Health Services: Walk-In Clinic](#)

Case Study 5: [Toyota Motor Manufacturing, U.S.A., Inc.](#)

Case Study 6: [Walmart: Supply Chain Management](#)

Recommended/Optional Texts and Materials (if applicable)

Operations and Supply Chain Management, 16th ed., F. Robert Jacobs, Richard Chase, 2021. McGraw Hill. Newer and older (12th +) editions would be fine. [Used](#) books could be accessed online and will be cheaper (< \$15).

Course Format:

100% asynchronous online course with no required synchronous meetings. The course is structured in terms of modules. There are 7 modules.

Course Objectives/Outcomes

| Course Objectives | Practice/Experience in Course | Assessment of Outcome |
|--|---|---|
| Knowledge of current basic and advanced concepts in operations management and an ability to integrate and apply these concepts to practical business problems. | Case 1, 2, 3, 4, 5, 6; Midterm Exam; Final Exam | Tests are graded automatically on Blackboard. As for the cases, students get feedback individually. |
| Understand the impact of process and demand variability on performance | Case 1; Midterm Exam; Final Exam | Tests are graded automatically on Blackboard. As for the cases, students get feedback individually. |
| Develop a coherent operations strategy by identifying the operational capabilities needed to support the strategy. | Case 1, 2, 3, 4, 5, 6; Midterm Exam; Final Exam | Tests are graded automatically on Blackboard. As for the cases, students get feedback individually. |
| Understand the role of inventory in business operations and evaluate the strategic aspects of inventory policies. | Case 3, 5, 6; Midterm Exam; Final Exam | Tests are graded automatically on Blackboard. As for the cases, students get feedback individually. |
| Ability to construct clear, concise, and convincing written and oral business and technical communication. | Case 1, 2, 3, 4, 5, 6; Midterm Exam; Final Exam | Tests are graded automatically on Blackboard. As for the cases, students get feedback individually. |

Course Requirements

There are 6 cases, Midterm Exam, and Final Exam in this course.

Course Policies

Anticipated Response Time for Grading and Feedback: 48 hours after deadline of the corresponding assignment.

Case:

- There are 6 cases that each of them is worth 15% of the total grade (100%).
- Assignments must be typed in Word, Excel, Blackboard, or a similar program and submitted via Blackboard.

- If you have charts, calculations on a paper, you can scan it or take a picture of it. You should put scanned work or picture in Word document before submitting it.
- Late submissions will be penalized by 10% per day.
- None of the case scores will be dropped.
- Due dates will be on a Sunday for the corresponding week, 11:59 pm.

Midterm & Final Exam:

- The exams will be held in Blackboard.
- Each exam accounts 5% of the total grade.
- The exams are open-book, open-notes, open-everything.
- You will be given limited time to complete the exam.
- The exams will include both quantitative and qualitative questions related to the readings and lecture slides.
- Questions will be multiple-choice.

Grading Scale

| | |
|--------------|------|
| Case (6) | 90% |
| Midterm Exam | 5% |
| Final Exam | 5% |
| TOTAL | 100% |

| | |
|----------|-------------|
| A | $\geq 90\%$ |
| B | 80% - 89% |
| C | 70% - 79% |
| D | 55% - 69% |
| F | $\leq 54\%$ |

Course Schedule

Due dates for each assignment and test are posted on Blackboard.

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|---|
| <u>Module 1:</u> Introduction; Operations Strategy; Process Analysis |
| <u>Module 2:</u> Product Design; Project Management Case 1; Zoom Office Session for Case 1 |
| <u>Module 3:</u> Project Management; Forecasting Case 2; Zoom Office Session for Case 2 |
| <u>Module 4:</u> Materials Requirements Planning Midterm Exam |
| <u>Module 5:</u> Inventory Management Case 3; Zoom Office Session for Case 3 |
| <u>Module 6:</u> Queueing Management Case 4; Zoom Office Session for Case 4 |
| <u>Module 7:</u> Quality Management; Supply Chain Management; Procurement Case 5 & 6; Zoom Office Session for Case 5 & 6; Final Exam |

Technology and Technical Skill Requirements

- Students must be proficient in the use of computers, the Internet, browsers, Microsoft Office Word, and other common applications.
- Students must be able to use their WKU email, as well as the following tools in Blackboard Ultra: course messages, assignments, discussion board forums, tests, blogs, journals, wikis, and groups.
- Some courses may require Zoom or Teams for meetings.

- [Adobe Acrobat Reader](https://get.adobe.com/reader/) may be needed to read some files. This plug-in is available free. (URL: <https://get.adobe.com/reader/>)
- Students may be required to submit assignments as Microsoft Word documents (.docx), using the most recent Microsoft Office suite. Microsoft Office 365 is provided to WKU students free of charge at the following address: <https://td.wku.edu/TDClient/34/Portal/KB/ArticleDet?ID=12>
- Excel Solver or Analytical Solver Platform will be needed in this course. How to enable Solver in your Excel is shown by the video available on Blackboard.

Technology Assistance

If you have technical problems, please contact of the following:

- WKU Information Technology Services Helpdesk:
<https://www.wku.edu/its/service-desk/> or call 270-745-7000
- Blackboard Student Support:
<https://help.blackboard.com/Learn/Student>

University Policies

ADA Accommodations

In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Sex and Gender-Based Discrimination, Harassment, and Retaliation (#0.070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member,

WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

COVID-19

All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students’ capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU’s Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

Big Red Backpack

The Big Red Backpack program is the title of WKU’s partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.

2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

Regular And Substantive Interaction (RSI) Statement

- Providing constructive feedback on student assignments, which identifies specifically what has been done correctly, needs improvement, or guides students to the next steps of learning.
- Providing information or responding to questions about the content of a course or competency.
- Providing timely and detailed feedback on assignments within 48 hours of submission.