Course Syllabus
SCMS 3510 301 – Operations Management - Honors
Fall Semester, 2015
3.0 Credit Hours

(Last updated: 8/20/2015)

Instructor: Bradford R. Eichhorn, DBA, PMP
Phone: 901-678-3893
E-mail: B.Eichhorn@memphis.edu
Office: FCB 236

Office Hours:
Monday By appointment
Tuesday 9:00 – 9:30, 11:30 – 1:00, 2:30 – 3:00
Wednesday 6:00 – 7:00pm
Thursday 9:00 – 9:30, 11:30 – 1:00, 2:30 – 3:00
Friday By appointment

Course Overview

This course provides an introduction to operations management, competitive strategy, capacity planning, process selection and design, quality management and tools, supply chain management, inventory management, resource planning (MRP/ERP), and lean systems.

Pre-Requisites/Co-Requisites
SCMS 2710 or MATH 1530 are prerequisites that I must assume you have fully comprehended and can apply. We will be applying selected analytical techniques from those courses in this course.

Required Texts (and Related Materials)
CONNECT: Purchase the online CONNECT code from this course by signing onto the McGraw Hill site for this course: http://connect.mheducation.com/class/b-eichhorn-2015-fall-003
The eBook is included with that purchase – no printed textbook is necessary.
Recommended Texts (and Related Materials)

If you’d like a printed book, I recommend buying the loose leaf version and providing your own 3-ring binder to save money.

Location of Course Materials

The eCourseware link is https://elearn.memphis.edu/d2l/home/6158055

Course Objectives

This course provides an introduction to operations management which is the running of a manufacturing or service-providing business. This course is a core course for many, but not all, business majors. At the successful completion of this course, a student will be able to:

1. Accurately define and describe operations management for product and service firms,
2. Differentiate key characteristics between product and service firms,
3. List be primary versions of forecasting business requirements,
4. Describe the purpose and value of quality control and its basic techniques,
5. Explain the various levels of planning and their data requirements and generate the various plans,
6. Describe modern inventory management and techniques to monitor inventory levels and flow,
7. Describe the various primary and emerging technologies available,
8. Explore how your current professional interests intersect with operations management, and
9. Identify lean, JIT and agile techniques.

Fogelman College: Learning Outcomes for Your Degree

<table>
<thead>
<tr>
<th>BBA</th>
<th><a href="http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf">http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA ACCT</td>
<td><a href="http://www.fcbeassessment.net/LearningOutcomes/BBADegreeAccountancyLearningOutcomes.pdf">http://www.fcbeassessment.net/LearningOutcomes/BBADegreeAccountancyLearningOutcomes.pdf</a></td>
</tr>
</tbody>
</table>

Course Methodology

This course is delivered predominantly in the classroom. All class room slides and other media will be available in eCourseware. Note that this course is beginning to be converted to be able to be taught in a hybrid or “flipped classroom” style; there may be an occasional instance of that which will be clearly identified well before that module is presented.
Professor's Expectations

Certain behaviors (such as fairness, respect, responsibility and more) are important personal and professional characteristics to develop now if you don’t already possess them. Please see the University of Memphis (see the Office of Student Conduct) for additional expectations.

Student's Expectations

My personal goal is to help you gain knowledge and insight into the fundamental concepts of an organization’s operations through the material presented, the homework assigned, the classroom and online participation and any personal experience I can share during this semester. Therefore, in my role as your instructor, there are certain things you can expect from me including a well-organized and engaging learning experience based on my professional experiences in multiple industries, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Student's Effort

Past experience suggests that this can be a very difficult course for some. We discuss details of a company’s operations at a time when you may not have any experience in industrial, commercial or service industries; this makes absorption of the material difficult. However, we cover these subjects in a rather shallow manner since this is an overview course; specifically we study about 700 of the 900 page textbook. Don’t underestimate the time you may need to read and absorb the information; you are expected to have read the scheduled chapters prior to that day’s class so you can participate in discussion and ask clarifying questions.

This is a required course for many students and is often taken as part of a full-time student course load. The expected effort is based on a full time student spending 40 hours per week after combining all of your classes, homework, teamwork, reading and other research across all of your classes. Since this 3 credit-hour course is 20% to 25% of a full time student course load, I expect you to spend 8 to 10 hours per week working on this course whether you are a full time or part time student. Since approximately 3 hours of that time will be spent in class, the remaining 5-7 hours are allocated to the course requirements listed in this section. Therefore, most of your learning will occur outside of the classroom. Please put your investment of time and money to good use.

The quantity of your time and effort spent on this class is not a factor in your grade (see the next section).
Grading and Evaluation Criteria

<table>
<thead>
<tr>
<th>Graded Component</th>
<th>Points</th>
<th>Component Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-Term 1</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-Term 2</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Master Schedule Sheet</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Term Paper</td>
<td>100</td>
<td>15%</td>
</tr>
<tr>
<td>Homework</td>
<td>varies</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
<td>25%</td>
</tr>
</tbody>
</table>

Final Course Grades

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>≥ 93.0</td>
</tr>
<tr>
<td>A-</td>
<td>≥ 90.0</td>
</tr>
<tr>
<td>B+</td>
<td>≥ 87.0</td>
</tr>
<tr>
<td>B</td>
<td>≥ 83.0</td>
</tr>
<tr>
<td>B-</td>
<td>≥ 80.0</td>
</tr>
<tr>
<td>C+</td>
<td>≥ 77.0</td>
</tr>
<tr>
<td>C</td>
<td>≥ 73.0</td>
</tr>
<tr>
<td>C-</td>
<td>≥ 70.0</td>
</tr>
<tr>
<td>D+</td>
<td>≥ 67.0</td>
</tr>
<tr>
<td>D</td>
<td>≥ 60.0</td>
</tr>
<tr>
<td>F</td>
<td>≤ 59.9</td>
</tr>
</tbody>
</table>

I don’t give grades; I document your performance on the graded components above and not my preconceptions of your level of effort. Translation: your grade depends on the items above, not on how much time you spend on the work itself. I will support the entire class receiving As if the entire class does A-level work; I will also support the entire class receiving Fs if the entire class performs below the passing level. So far, neither event has ever happened!

You can determine your grade at any point in time. Notice that the final numeric score above is rounded to one decimal point and will be kept to that level of precision to determine the letter grade (ex: there will be no further rounding of a score of 89.9 to 90.0 to change from B+ to A-). All grades, in detail, will be posted in eCourseware for you to see at any time. You may contact me with any questions; I will gladly discuss any legitimate concern about your grade. I will not leave any detailed information on your voice mail or give any such information to your spouse or other family member without either (a) your explicit permission in writing to protect your privacy or (b) receiving specific permission and direction of the department chair.

Course Topics

- **Module 1:** Concepts, Strategy and Quality
  Chapters 1, 2, 9 and 10
  Assessments: Homework and Exam
- **Module 2:** Forecasting and Planning
  Chapters 3, 5, 11 and 12
  Assessments: Homework, Exam and Master Schedule Sheet
- **Module 3:** Inventory Management, JIT, Lean, Supply Chain Management, and Scheduling
  Chapters 13-15
  Assessments: Homework, Exam, and Term Paper
List of Formal Assessed Activities

For a list of all formal assignments and examinations, please see the “Course Schedule” in eCourseware.

Schedule of Activities

For a list of all scheduled classes, formal assignments and examinations please see the “Course Schedule” in eCourseware.

Final Exam Schedule

The final exam for this class will be scheduled according to the Registrar’s academic calendar website.

Course Policies

E-MAIL

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, network failures, etc.) is the student’s responsibility.

Please don’t attempt to communicate via eCourseware’s email tool.

Attendance

There are no instructor requirements for course attendance. However, as in any course, you will find that you will receive great value by investing your time with your fellow students by interacting with the instructor and each other. Please arrive on time and prepared for that day’s subject.

Adding/Dropping

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website.

Academic Integrity

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity.
Participation

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in the few interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in any threaded discussion events (both formal and informal).

Classroom or Online Behavior

We need to behave and speak like the professionals that we want to become. That behavior may conflict with some of the presentations of professional behavior as seen on television, movies, cable programming or other media. I will, depending on the subject material, inject controversial questions or positions that you must support or defend. Your differing views presented in a respectable and professional manner are encouraged. Therefore, we will not tolerate obscene, illegal, abusive or other non-professional disrespectful language, humor or behavior in this class.

To maximize the learning experience for all, please minimize or eliminate the use of laptops, all electronic equipment should be silenced by turning them off or setting them to "silent mode", do not use your cell phones or music players during class time, do not bring non-students into class with you (such as spouses, children, parents, pets or siblings), and do not bring food or beverages that are noisy or highly fragrant.

Late Assignments

Assignments submitted up to 48 hours late receive only 50% credit; assignments submitted more than 48 hours late receive a score of 0.

Extra Credit

No extra credit or substitute assignment opportunities will be provided. Minimize the work you have to do by reading and completing the assigned work on time.

Reporting Illness or Absence

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. Physical emergencies documented by a physician’s note will be accepted on a case-by-case basis. A deadline extension will be considered only if all of the following conditions are met:
(1) Extreme emergency and (2) Instructor contacted prior to the due date when possible.
Inclement Weather

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText, an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Click Here for information on TigerText.

Syllabus Changes

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Student Services

Please access the FCBF Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance