

ISM 4330: Information System & Operation Strategy - Fall 2016.

Instructor: Vashkar Ghosh.

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Class Hours: 4:05 PM - 6:00 PM (M, W) HVNR 240.

Office Hours: Tuesday 3:00 pm – 5:00pm or by appointment.

Textbook:

- **Required:** Gerard Cachon, Christian Terwiesch, *Matching Supply with Demand: An Introduction to Operations Management* (3rd Edition), McGraw-Hill/Irwin, ISBN 0073525200.
- **Course Packet (Case study):** <http://cb.hbsp.harvard.edu/cbmp/access/55867648>

Course Description: This course introduces students to Information Systems and Operations Management Strategy. The objectives of this course are (a): Introduce students to basic concepts of OM; (b): Familiarize students to common decision making tools used by operations managers; (c): Emphasize the concepts underlying effective supply chain management to improve supply chain performance and coordination. Selected topics cover Newsvendor Model, Revenue Management and Supply Chain Management.

Suggested Prerequisites:

QMB 4701 - Managerial Operation Analysis 1.

QMB 4702 - Managerial Operation Analysis 2.

MAN 4504 – Operations and Supply Chain Management.

Resources:

- **Course website:** <http://lss.at.ufl.edu/>
- On the website you can find all the announcements and course materials, which include syllabus, lecture notes, homework assignments, and grades. Please check the website frequently.
- You are expected to have access to **Microsoft Office**.

Case Analysis: The goal of case study is to apply the concepts learnt in the course in practical environment. Each presenting group should spend 20-25 min presenting the case and share their understanding. A set of questions will be provided which the presenting team is expected to answer. You are free to add any supplemental information or comments while presenting the case. Students are expected to participate in case discussion and analysis. A final report of the case (2-3 pages) has to be submitted after the final presentation. Evaluation of case study is based on presentation (40 %), peer evaluation (30%) and final report (30%).

Tentative Course Schedule (Subject to Change):

| Week | Date | Topic |
|-------------|------------------------------|--|
| 1 | 10/24 - Mon. 10/26 - Wed. | Course details, Group Assignment, Introduction. Chap 12 - Newsvendor Model. |
| 2 | 10/31 - Mon. 11/02 - Wed. | Chap 12 - Newsvendor Model. Chap 12 - Newsvendor Model. |
| 3 | 11/07 - Mon. 11/09 - Wed. | Chap 16 - Revenue Management. Chap 16 - Revenue Management. |
| 4 | 11/14 - Mon. 11/16 - Wed. | No Class. Case Study, Exam Review. |
| 5 | 11/21 - Mon. 11/23 - Wed. | Midterm Exam. Thanksgiving - No class. |
| 6 | 11/28 - Mon. 11/30 - Wed. | Chap 17 - Supply Chain Coordination. Chap 17 - Supply Chain Coordination. |
| 7 | 12/05 - Mon. 12/07 - Wed. | Case Study Presentation. Final Report due, Exam Review. |
| 8 | 12/12 - Mon. | Final Exam. |

Course Expectations and Assignments:

Attendance is very strongly encouraged. If you miss class, obtain and review the notes that you missed from someone before coming to the next class. Class participation is important and will be evaluated on the quality of your contributions/insights and in-class quizzes. There will be few short (10 -15 min) quizzes in class so that students are up to date with the course material.

There will be assignments based on the topics discussed in class, discussion and asking others for conceptual advice is fine but copying assignments is strictly prohibited. Assignments must be turned in beginning of class on the assigned day.

Grading Policy:

| | |
|---|------------|
| Midterm Exam | 30% |
| Final Exam | 35% |
| Assignment and In-class Quiz | 20% |
| Case Study (Presentation + Report) | 15% |

Note:

- The midterm and final exam will be closed book, closed notes in-class exam.
- The final exam will include all the material covered during the course but will mostly focus on topics not included in the midterm exam.
- Details about the assignment and exams will be announced in class and posted on the course website.
- Tentative dates: Midterm – Nov 21st, 2016. Finals – Dec 12th, 2016.

Grading Scale:

| | | | | | | | | | | | | |
|-------|----------|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| Grade | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | E |
| Score | 92 - 100 | 90 - 92 | 85-89 | 80-84 | 75-79 | 70-74 | 65-69 | 60-64 | 55-59 | 50-54 | 45-49 | 0-44 |

* This is a tentative grading scale and may be updated (curved) depending on overall class performance.

Course Policies:

- **Re-grading policy:** Requests for re-grading assignments/exams will be considered only within a one-week period from the time the grade is published on E- learning. Please turn in a written appeal with a brief explanation. No makeup exams and quizzes will be given except for extreme cases and must be documented.
- **Late** assignment submission will not be accepted, assignments must be turned in beginning of class on the assigned day.
- **Attendance:** Student are required to **attendant all the classes** and to arrive **on time**. Requirements for class attendance and make-up assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.
- **Course Evaluation:** “Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.”
- **Academic Integrity:** Plagiarism and Cheating of any kind on an examination, quiz, homework or project will not be tolerated. For any academic class activity, students must follow the University of Florida Student Honor Code. Any violation of the honor code **will** automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University through the Dean of Students Office. All incidents **will** be reported to Student Conduct and Conflict Resolution at the University of Florida.
- **Students with Disabilities:** “Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.”

- ♦ **UF Honesty Policy:** “UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.”

Campus Resources:

Health and Wellness

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.
- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.
- University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.
- Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>
- Student Complaints: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf