

University of Florida
Warrington College of Business Administration
Department of Information Systems & Operations Management

Module 2 (Fall 2017)
MAN 5502 – Operations Management

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Office Location: 355D Stuzin Hall
Class Times: Monday and Wednesday Periods 7-8 (1:55-2:45 pm; 3-3:50 pm)
Class Location: HGS 340
Office Hours: Monday and Wednesday 10:30 – 11:30 am.

Course Description

It is a well-recognized fact that managing operations effectively led to early successes of our major industries (such as steel, automobiles, and electronics). Given our leadership in the quality and efficiency of our operations processes, a sense of complacency pervaded the top management of several corporations. Thus, the operations function was relegated to the "back room" and considered to be *reactive rather than proactive*. The repercussions of this low prioritization of operations were felt in the early 1970's and through most of the 1980's when U.S. products and services were perceived to be inferior to those of the offshore competitors in Europe and the Far East. In fact, these competitors gained a significant market share in the US (one of the largest and richest markets in the world) and this still exists to date. Reactions to such a situation were at first, disorganized and fragmented. For example, certain companies simply copied the practices of the offshore competitors (e.g., JIT) without evaluating their applicability while others focused on convincing the customers that their products were still the "best" ("Quality is Job 1"). Over time, these efforts have been coordinated and implemented with more success. In fact, in today's business climate, one of the key goals of all organizations is to continually improve the productivity, quality, and efficiency of their operations processes.

This course will focus on managerial decisions in two complementary areas: Process Management and Supply Chain Management. In Process Management (PM), we will: (a) understand relationships between in-process inventory, cycle time, and throughput; and (b) through a simulation, learn how to manage and plan process capacity. In Supply Chain Management (SCM), we will: (a) manage national and international supply chains; (b) study the benefits of coordinated decision making; and (c) understand the inter-relationships between design, forecasting, sourcing and real-time control in a global supply chain.

Course Objectives

This course provides an introduction to Operations and Supply Chain Management. More specifically, the objectives of this course are: (a) To introduce students to the basic concepts in OM; (b) To familiarize students with the terminology in the area; and (c) To expose students to some of the more common decision making tools used by contemporary operations and supply chain managers. In order to achieve these objectives, we will use the "learning by doing" pedagogical approach. Hence, there will be minimal traditional lecture content/delivery and instead, each of you is required to participate in a set of hands-on simulations/games.

Instructional Materials

All required materials are available through pdf downloads on our course website (CANVAS).

Grading Policy

The course grades will be determined ON A CURVE by assigning the following weights to the course deliverables.

Process Analytics OM Simulation (Individual) – 35%

This is an interactive simulation exercise requiring focused student participation. We will: (a) carry out an in-class analysis of nine standard processes (problems) using simulations accounting for 25% of the course grade; (b) analyze an additional customized processes accounting for 5% of your course grade; and (c) analyze a student developed submitted process flow accounting for 5% of the course grade.

Single Region Supply Chain Simulation (Course Teams) – 10%

This is a real-time simulation exercise consisting of two aspects. First, each team will be required to manage (in real-time) supply chain operations for a single region with a view to maximizing profitability. Performance on this simulation will account for 8% of the course grade. Second, each team will submit a report outlining their efforts in operating this supply chain. This report will account for 2% of the course grade.

Network Supply Chain Simulation (Course Teams) – 15%

This is also a real-time simulation exercise consisting of two aspects. First, each team will be required to manage (in real-time) supply chain operations for multiple regions with a view to maximizing profitability. Performance on this simulation will account for 12% of the course grade. Second, each team will submit a report outlining their efforts in operating this supply chain. This report will account for 3% of the course grade.

Root Beer Supply Chain Simulation (Course Teams) – 10%

This is an in-class simulation exercise consisting of two aspects. First, each team will be required to coordinate ordering decisions to optimize costs. Performance on this simulation will account for 8% of the course grade. Second, each team will submit a report outlining their efforts in coordinating operations within the supply chain and this will account for 2% of the course grade.

Global Supply Chain Management Simulation (Individual) - 20%

A scale for evaluating performance on this simulation is available on CANVAS.

Finally, Attendance and Peer Evaluations *each* will account for 5% of the course grade. Given that the course format requires hands-on/in-class participation, attendance for each class is required. Peer evaluations will give each student an opportunity to evaluate their team members' contribution on the team requirements for the course

University Policies

Class Attendance, Make-Up Exams, and Other Work: Requirements for class attendance and make-up exams, 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>.

Information of UF Grading Policies for assigning grade points: See:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Course Online Evaluation Process: 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/>.

Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

Honor Code: “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

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/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

<http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

Course Schedule (subject to change)

Scheduled Classes

Day and Date	Topical Area and Coverage
Monday, October 23	Course outline/content. An Introduction to Process Management; Macro-Perspective on Processes Enabling access to Course Simulations/Games
Wednesday, October 25 and Monday, October 30	Operations Management Simulation: Process Analytics Problems 1 – 9
Wednesday, November 1	Introduction to the Single Region Supply Chain Game
Monday, November 6	Operations Management Simulation: Process Analytics Customized Problem Analysis.
Wednesday, November 8	Debrief on the Single Region Supply Chain Game Introduction to the Network Supply Chain Game
Monday, November 13	Operations Management Simulation: Process Analytics Customized Problems Student Team Analyses
Wednesday, November 15	Debrief on the Network Supply Chain Game
Monday, November 20	NO CLASS
Wednesday, November 22	HOLIDAY - THANKSGIVING
Monday, November 27	Supply Chain Management Simulation: Root Beer Game V2
Wednesday, November 29	Supply Chain Management Simulation: Root Beer Game V2 (Revisited)
Monday, December 4	The Newsvendor Problem
Wednesday, December 6	Introduction to the Global Supply Chain Management (V2) Simulation
Monday, December 11	Global Supply Chain Management (V2) Simulation (2-5 pm; 1:55 – 4:55 pm – 3 hours)

Outside Class Schedule for the course

Day/Date/Time	Activity
Thursday, November 2	Single Region Supply Chain Game Simulator starts at 10 am.
Thursday, November 2 through Tuesday, November 7	Single Region Supply Chain Game Simulation.
Thursday, November 9	Network Supply Chain Game Simulator starts at 10 am.
Thursday, November 9 through Tuesday, November 14	Network Supply Chain Game Simulation.

Course Deliverables (with deadlines) – ALL ON CANVAS

Activity	Team/Individual	Deadline
Single Region Supply Chain Game Report	Team	Monday, November 8 (11 am) – electronic submission on CANVAS.
Network Supply Chain Game Report	Team	Monday, November 15 (11 am) – electronic submission on CANVAS.
Root Beer Simulation Report	Team	Monday, December 4 (11 am) – electronic submission on CANVAS.
Peer Evaluation	Individual	Wednesday, December 6 (11 am) – electronic submission on CANVAS