

AIR UNIVERSITY
Fall 2008
Faculty of Administrative Sciences
Department of Business Administration
Course Information

Course Title: “Production and Operations Management” (POM) Class: MBA-3 Credit hrs: 3	Lab (No)
Prerequisites For this Course: principles of Management	
This Course is Prerequisite For: Advance studies in operations management	
Instructor: <i>Aftab Bhatti</i>	
e-mail : aftab@mail.au.edu.pk Tel: 051-9262557-9, Ext. 235	Address: Management Block, 1st Floor
Web: http://www.au.edu.pk	Office hours: 8:30 am to 4:30 pm
Text Book: Jay Heizer, and Barry Render, “Production and Operations Management” 8th Edition	
Reference Book(s): 1) Everette. Adam, Jr. and Ronald J. Ebert, “Production and Operations Management” 5 th Edition 2) R. B. Chase – F. R. Jacob - N. J. Aquilano “Operations Management for Competitive Advantage” 12 th Edition	

Course Outline

The course will be covered by giving the introduction of Operations Management. There are ten OM decisions e.g. designing the product/service, managing the quality, deciding about location and layout of product/services etc. All these topics will be covered through qualitative and quantitative techniques.

Lecture Plan:

Week	Topic	Class/Home Activity
1	<ul style="list-style-type: none"> • Organizational Operations <ul style="list-style-type: none"> ○ Definition and Concepts ○ Difference between services and goods production ○ Input, Process and Output cycle. 	Formation of Groups (3 members each group)
2.	<ul style="list-style-type: none"> • Managing Operations <ul style="list-style-type: none"> ○ Implementing the Management Functions on the operations of an organization ○ Management styles; classical, scientific and behavioral, Management. ○ Dealing with problems under risk 	Sharing of case study method and format
3	<ul style="list-style-type: none"> • Operations In Global Environment <ul style="list-style-type: none"> ○ Why global operations ○ Procedures to adopt and retain global operations 	Presentation - 1

	<ul style="list-style-type: none"> ○ Global product design ○ Global location facility location ○ Impact of culture and ethics 	
4	<ul style="list-style-type: none"> ● Operations In Global Environment <ul style="list-style-type: none"> ○ Global Issues in Service Operations ○ Global Operations Strategies ○ International, Multi-domestic, Global and Transnational strategies. ○ Strategy at Pirelli SpA 	Case: Internet Case Study “International Operations at General Motors”
5	<ul style="list-style-type: none"> ● Forecasting <ul style="list-style-type: none"> ○ Importance of forecasting ○ Forecasting qualitative techniques <ul style="list-style-type: none"> ▪ Jury of executive opinion ▪ Sales force composite ▪ Delphi method ▪ Consumer market survey 	Presentation - 2 Video Clips & Discussion on the video clips
6	<ul style="list-style-type: none"> ● Forecasting <ul style="list-style-type: none"> ○ Forecasting quantitative techniques <ul style="list-style-type: none"> ▪ Naïve Approach ▪ Moving and Weighted Moving Average Technique ▪ Exponential Smoothing ▪ Trend Projections ▪ Linear Regression Analysis ▪ Standard Error of the Estimate ▪ Coefficient of Correlation ▪ Multiple Regression Analysis 	Study Tour: (detail will be mentioned later after making the proper arrangements)
7	<ul style="list-style-type: none"> ● Designing of Goods and Services <ul style="list-style-type: none"> ○ Generation of new product opportunities ○ Product development ○ Quality function deployment ○ Issues for product design ○ Time based competition ○ Defining the product ○ Documents for production 	Students will write a report about the operations of the organization which they visited on study Tour Presentation - 3
8	<ul style="list-style-type: none"> ● Quality Management <ul style="list-style-type: none"> ○ Definition and implication of quality ○ Concepts and changes in quality management ○ International quality standards ○ Total Quality Management ○ Tools for Total Quality Management ○ Six-Sigma quality method ○ Standards for quality e.g. ISO 9000 	Study Tour: (will be mentioned later after making the proper arrangements) Management” Presentation - 4
9	<i>Mid-Term Examination</i>	
10	<ul style="list-style-type: none"> ● Location Strategies <ul style="list-style-type: none"> ○ The strategic importance of location ○ Factors that affect location decisions ○ Methods of evaluating location alternatives ○ Service location strategies 	Internet Case Study “Southwestern University’s Location Decision “
11	<ul style="list-style-type: none"> ● Layout Strategy <ul style="list-style-type: none"> ○ The strategic importance of layout decision ○ Types of layout ○ Fixed-position layout ○ Process-oriented layout 	Internet Case Study “W & G Beer Distributorship” Presentation - 5

	<ul style="list-style-type: none"> ○ Warehousing and storage layouts ○ Repetitive and product-oriented layout 	
12	<ul style="list-style-type: none"> ● Human Resource and Job Design <ul style="list-style-type: none"> ○ Human resource strategy for competitive advantage ○ Labor planning ○ Job design ○ The visual workplace ○ Labor standards 	Guest Speaker Video Clips & Discussion on the video clips
13	<ul style="list-style-type: none"> ● Supply Chain Management <ul style="list-style-type: none"> ○ The strategic importance of the Supply Chain ○ Purchasing ○ Supply-chain strategies ○ Vendor selection ○ Managing the supply chain ○ Internet purchasing material management 	Internet Case Study “AT&T Buys a Printer “ Presentation - 6
14	<ul style="list-style-type: none"> ● Inventory Management <ul style="list-style-type: none"> ○ Function and types of inventory ○ Inventory management ○ Inventory models ○ Inventory models for independent demand 	Presentation - 7
	<ul style="list-style-type: none"> ● <i>Submission of INTERNAL Grading to the course coordinator</i> 	
15	<ul style="list-style-type: none"> ● Just-In-Time System <ul style="list-style-type: none"> ○ JIT logic/philosophy ○ Employee empowerment ○ Lean production ○ JIT in services 	Presentation - 8
16	<ul style="list-style-type: none"> ● Material Requirement Planning <ul style="list-style-type: none"> ○ The concept of MRP/ERP systems ○ Dependant inventory models requirements ○ MRP structure ○ MRP management ○ Extensions of MRP ○ ERP; R/3 application module ○ Implementing ERP Systems 	

Grading and General Course Policies:

The grading will be done as per the policy of the university, however, the final grade for the course will be determined based on the total points accumulated in the below areas with following weightage:

Final Examination	(45%)
Mid Term	(35%)
Quiz/Homework/Team Project	(20%)

Students will be assigned a team project related to the important issues of the subject. Moreover the students will visit at least one big organization and will right a report on their visit.

Objective of course:

- The course of P/OM is actually a blend of all the management courses and it teaches the practical implementation of all these areas by using qualitative and quantitative approaches.
- By the end of the course, students will be able to understand the operations strategies used to achieve competitive strategies.
- Students will learn these methodologies through class activities, assignments, industry visits and research papers.

Note:-

1. Please note that the outline given above is tentative and is subject to amendment depending on the progress of the course. However, request for change/changes in the deadlines of various class activities and the term projects/presentations will not be entertained.
2. Each course will include the following:
 - a. At least 6 quizzes, all carrying equal weightage.
 - b. Assignment: On the discretion of the Faculty Member/Course Requirement.
 - c. There will be at least two presentations by each student during the semester.
 - d. At least one Guest Speaker/Seminar/Visit to a practical situation.
 - e. Review of research paper: Review of research paper is mandatory for all courses. Research paper should be recent in publication/HEC approved journals/ and new topics. However, field of research papers, year of publication and type of journals will be decided by respective Faculty Member as per Course Requirements.
3. Assignments/Presentation deadlines will be strictly followed by the respective Faculty member
4. 5 % marks will be deducted for not complying with the given deadline. However, in case of delay exceeding 24 hours, the assignments/ Presentation will not be assessed at all.