

Operations Management in China

1. Course Description

The Operations Management in China is concerned with the transformation process that takes inputs and converts them into outputs, together with the various support functions closely associated with this basic task. That is, OM studies how organizations “actually do things.” This course in OM is intended to be a survey of operating practices and models in both manufacturing and service oriented firms. It is intended to provide students in all functional areas with sufficient knowledge and tools to solve the general problems in operations process and to introduce standard terms and concepts for communications with operating personnel. In such a course, not only it should be recognized that breadth of subject matter, but also enough depth in some of topics. It will make students acquire enough skills in tactical level. We will often use cases for classroom discussion. The discussion will provide a forum for improving communications skills and sharing personal experiences, which add to the learning process.

2. Course Objectives and Requirements

1. Course Objectives :

- To develop an understanding of the relevance of the operations function to competitiveness of a firm
- To study various operating problems in the manufacturing and service sectors, identify how the operations function is managed for both manufacturing and services in a global, competitive environment
- To familiarize the general problem areas of operations management as well as how they relate to each other and to the other functional areas of an organization through operations management theory, concept, and strategy.
- To develop a basic understanding of quantitative tools and common-sense modeling concepts in Operations Management

- To equip students with knowledge and analytical skills necessary to continually improve operations.

2. **Requirements** : Students are expected to get prepared for lectures, finish and submit assignments as required.

3. Course Arrangement

Course name		Human Resource Management	Total Credit Hours	36
unit	Credit hours	Contents	Preparation of class and reading materials	Cases
1	4	Unit One : Introduction to Operations Management 1. Course Introduction 2. Introduction of Operations Management 3. Development of operations management in China 4. Group Organization	1. Additional reading materials: The myth of the dragon operations management in today's China	
2	4	Unit Two : Operations Strategy and Competitiveness 1. Operations as a important strategy in business 2. Decision Analysis: Linear Program	2. Operations Strategy and Competitiveness p.24-42	
3	4	Unit Three : Process analysis and design 1. Process analysis in manufacturing 2. Facility Layout 3. Service process selection and design	1. Process Analysis, p.152-170 2. Facility Layout, p. 226-249 3. Service Process Selection and Design, p. 262-283 4. Additional reading materials: link manufacturing process and product life cycles	Case 1: Chinese Food Restaurant
4	4	Unit Four : Quality management	1. Quality Management,	

		1. Quality management 2. Process capability and statistical quality control	p.318-338 2. Process Capability and Statistical Quality Control, p.346-363	
6	6	Unit Five : Operations Planning, Scheduling & Coordination 1. Aggregate planning 2. MRP/ERP/JIT 3. Scheduling	1. Operations Planning and Scheduling, p. 662-668 2. MRP/ERP/JIT, p.498-507, p.628-653	
7	4	Unit Six : Forecasting 1. Introduction to Forecasting 2. Several forecasting models	1. Forecasting, p.510-543	
		Unit Seven : Inventory system 1. General introduction to inventory 2. EOQ model 3. Other inventory models and control systems	1. Inventory Control, p.586-615	
8	4	Unit Eight : Supply chain management 1. Supply chain strategy 2. Bullwhip effect	1. Supply Chain Strategy, p.404-423 2. Additional reading materials: The Bullwhip Effect in Supply Chain	

5. Teaching Methods

Lectures, Discussions, Individual assignment, Case Analysis, Field trip, etc.

6. Learning Outcomes Expected

Category	Learning Outcomes
Master of Knowledge	<ol style="list-style-type: none"> 1. Master the basic theory and development trend of operations management. 2. Understand the relationship between operations management, business strategy and competitiveness. 3. Master the basic principles and methods of process analysis in both manufacturing and service 4. Familiar with several basic theory of quality management and master the basic methods of quality control 5. Master the basic methods of forecasting 6. Master the process and basic methods of production planning in operations management including: aggregate planning, MRP, scheduling 7. Master the basic principles and basic models in inventory management. 8. On the strategic level, understand theories and methods of supply chain management
Intellectual abilities learned	<ol style="list-style-type: none"> 1. Have the ability to set operations management strategy 2. Have the ability to be engaged in OM with the idea of sustainable development to meet the global challenges 3. Have the abilities of flexibility and adaptability on OM, under critical thinking about the influence of the internal and external factors, such as external environment. 4. Have the comprehensive management abilities of acquisition, Utility, development, and retention of talents by the rigorous attitude and scientific methods
Practical skills learned	<ol style="list-style-type: none"> 1. The skills of using scientific method to analyze some practical cases in reality. 2. The actual application skills of using OM models and tools to make

	demand prediction, design the production process, determine the layout , monitor the quality, and evaluate the performance in either manufacturing and service industry.
Personal competences and characters Cultivated	<ol style="list-style-type: none"> 1. The competence of thinking questions by using globalization view and the idea of sustainable development 2. The management competence of being good at forecasting, planning, organizing and management. 3. The competence of critical acceptance of knowledge and innovative 4. The competence of flexibly contingency management according to different external environment 5. Character of "respect others " and humanism 6. Have the charm of leadership and responsibility 7. The team spirit of cooperation

7. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio (%)	Link with learning outcomes expected
Case Study (group)	30	Focusing on case analysis, evaluate the abilities of using OM knowledge related to analyses and solve the practical problems
Individual assignments	10	Using typical models and techniques in OM
Attendance and Engagement	10	Evaluate the attendance and class participation
Exam	50	Emphasis on the evaluating the degree of mastering the basic concepts and important theories on these modules, such as manufacturing and service process design, production planning, Scheduling, forecasting, inventory management .etc. Through the exam, the level in mastering and applying the

8. Textbook, References and Reading Materials

1) Textbook

- [1] Operations Management for Competitive Advantage, by Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano, 11th Edition. Publisher: McGraw-Hill (ISBN #0-07-111552-8)

Other references:

- [1] Production and Operations Analysis, by Steven Nahmias, 4th Edition.
Publisher: McGraw-Hill (EISBN: 0-07-231265-3)
- [2] Principles of Operations Management, by Jay Heizer, Barry Render, Publisher: Pearson Education. ISBN: 0131865129.

2) Online resources

- [1] <http://www.pom.edu>

3) Periodicals and Magazines

- [1] Interface
- [2] Management Science
- [3] Production and Operations management

9. Cases

- [1] Case 1: Chinese Food Restaurant

10. Assignment Requirements

Based on the given case materials, describe, analyses and evaluate problems existed, and put forward some solutions and alternatives.

Requirements

- 1) Collect this case background information and discuss about the problems above
- 2) Form the groups , each group consists of 4-6 students.
- 3) Do presentation in the class, each group need to submit PPT and the WORD (one copy of the electronic version and paper version)
- 4) Each group should prepare before class carefully, please.

The criteria of assignment evaluation (100 points)

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| 1) Whether the case material collection is completed or not | 20 points |
| 2) Whether the case analysis is system in-depth or not | 25 points |
| 3) Whether the insights is linked with work practice closely or not | 25 points |
| 4) Participation of group members in case discussion | 20 points |
| 5) Whether the PPT and document is made seriously and beautiful | 10 points |

Appendices:

1. The course PPT
2. Case material
3. Other teaching material (such as reading materials, the articles)
4. Study guide