

# Spring 2017

## EMGT 5330: Service and Operations Management (SOM)

- Section 01 – face-to-face

### Course Description

The objective of this course is to expose the students to the knowledge, skills, techniques, and management of efficient transformation of inputs into outputs to satisfy customer requirements. Inputs are materials, labor, capital and management. Outputs are products or services that customers want. The course concentrates on both qualitative and quantitative aspects of the service and operations management (SOM) as well as the related management concepts. Topics include demand management, sales and operations planning, supply chain management, process improvement and lean manufacturing, work force scheduling. **Prerequisite:** Foundation courses (3 CR)

### Course Information

Course Number & Section: 5330-01

Classroom: D203 (5330-01, face-to-face)

Time: 4:00 p.m. - 6:50 p.m. Monday, Jan 17 – May 8, 2017

### Textbook: (Required)

Operations and Supply Chain Management: The Core 4<sup>th</sup> edition, Robert Jacobs & Richard Chase, McGraw Hill.

### Instructor Information

Professor: Xiaojun (Gene) Shan, Ph.D.

Office: Room 6 at Delta Annex Building

2700 Bay Area Blvd, Houston, TX 77058

Office Phone: 281-283-3814; email: [shan@uhcl.edu](mailto:shan@uhcl.edu)

Office Hours:

- 2:00 – 4:00 PM on Monday and Wednesday;
- Others by appointment.

Please **use the email provided in Blackboard** for the topic related to this course.

Otherwise, you could use the [shan@uhcl.edu](mailto:shan@uhcl.edu) for my attention. In this way, we could manage our communication better for this course.

- The email is a preferred method of communication for this class – I am trying to be very responsive. If you leave a voice message you should be sure to leave your name, the class name and section number, a return phone number and appropriate times for return phone calls.

## Course Objectives

### Major Learning Outcomes:

- The student will demonstrate an understanding of demand management and its techniques and relations with sales and operations planning.
- The student will demonstrate an understanding of quantitative techniques and tools such as Linear Programming and Integer Programming and their role in SOM as decision-support systems.
- The student will demonstrate an understanding of process improvement technique using the lean manufacturing concept.
- The student will demonstrate an understanding of work force planning and scheduling activities using quantitative techniques to optimize organizational performance.
- The student will demonstrate an understanding of supply chain management in terms of inventory, logistic and customer satisfaction.

## Course Format

This course uses diverse formats including both online and face-to-face to achieve the course objectives including lectures, discussions, computer simulation games, group work, and student's presentation.

## Student Responsibilities

### Time Commitment:

This is a 3-credit course conducted over 16 weeks. In order to meet accreditation standards, on average, students should expect to spend between 12 to 15 hours per week on course activities and assignments. Spending less time would be insufficient for success in this course.

### Academic Honesty:

The University of Houston-Clear Lake has a "0" tolerance policy for academic dishonesty and if the student is in violation an "F" the course will be apply. Please refer to the [11.4 ACADEMIC HONESTY POLICY](#) in the Faculty Handbook.

### Dropping Course:

Students may drop a course through the registration process and may receive a refund during the first week of classes. After the first week students need to notify the instructor and then withdraw from the course as faculty will not drop or withdraw students. Please refer to the academic calendar for the exact dates and also review the [withdrawal policy](#)

### Counseling Services:

Counseling assistance will be available on Tuesday and Thursdays by appointment

### Technical Assistance:

Help Desk Hours -

Monday through Thursday 8 A.M. to 10:30 P.M.

Friday 8 A.M. to 5 P.M.

Saturday 8 A.M. to 5 P.M.

Sunday Closed  
Email: supportcenter@uhcl.edu  
Phone: (281) 283-2828

From Student and Educational Services-Students with Disabilities:

If you wish to receive special accommodations as a student with a documented disability, please make an appointment with the Disability Services at ext 2626 or Students service building Room 1301

Attendance and Feedback

I expect you to login to Blackboard at least two to three times per week. Attendance is mandatory for all meetings. You may request your instructor's permission for excuse in advance for an emergency case. However, you will not pass the class with more than three absences.

Course Progress:

Considering the diverse course format and intensity, it is strongly recommended that you are to complete all readings required prior to the class.

Late Assignment and Make-up Exam Policy:

- There is no make-up exam allowed.
- There is 10% late penalty for period.

Incomplete Policy:

Incomplete grades may be given at the discretion of the instructor to students who fail to complete necessary work for final evaluation. When assigning the Incomplete ("I"), instructors should provide students with an outline of the work to be accomplished before the "I" can be converted to a final mark and should specify a deadline date; the outline constitutes an agreement between the instructor and the student. Students are encouraged to read the "Incomplete policy" at [11.3 Grading Procedures in the Faculty Handbook](#).

**Grading Policy**

Your grade will be determined by the following four components:

Detailed Grading Policy

- |   |     |
|---|-----|
| • Individual/team assignments (IA/TA)       | 50% |
| • Midterm Exam                              | 20% |
| • Final Business Case Analysis/Presentation | 20% |
| • Class Participation                       | 10% |

Grading Scale

A	94-100%	A-	90-93.9%		
B+	86-89.9%	B	83-85.9%	B-	80-82.9%
C+	77-79.9%	C	73-76.9%	C-	70-72.9%
F <	69.9%				

## Assignment

### Individual/Team Assignment:

- There are eleven individual assignments and two team assignments - see the course and assignment schedule
- Please note that based on your request and an instructor's approval, you could finish some assignments with your partner (see the pairing option available note in the Assignment schedule).

### **One Midterm Examination**

- There is one midterm examination.
- You have to solve the given problems in the midterm exam
- The final exam will have an essay type business case analysis with PPT presentation. Please see the instructions below.

### **Business Case Analysis Report/Presentation (Final Exam)**

A team of three to four people is formed, and each team is required to submit a comprehensive case analysis (less than 10 pages – double spaced with 12pt). Teams can choose a case topic from the textbook by Jacobs and Chase, your organizations or others. Students should apply the knowledge and skills learned from this class and extend the case. You may use the following grading rubrics as a guide:

- Define the objectives of the case from operations management perspectives
- Find out Operations Management principles/fields related to your case analysis.
- Define and scope the problems to solve
- Provide a brief literature review for those problems or fields
- Provide your own analysis – qualitative and/or quantitative
- Clearly declare your contributions (why your approaches have value; why I should read yours, etc. You should be able to reasonably claim this using several references and applied research, etc.)
- A succinct but meaningful, **results-filled executive summary** (ES) is mandatory.
- Show meaningful managerial/analytical discussion and conclusion
- Follow APA format references and citations

### The grading point is:

- Quality of the report from operations management perspectives (70%)
- Quality of the presentation (30%)

### **Class Participation**

It includes team member evaluation, and all class information including the attendance, on time submission etc. This is a non-disputable score decided by the instructor.