OM516: Operations Management
Fall 2013

Instructor:     Teaching Assistant:
Dr. Burcu B. Keskin     Maggie (Nan) Liang
Alston 355     nliang@crimson.ua.edu
bkeskin@cba.ua.edu
Phone: 348-8442
Office Hours: M-W 11:00 am-1:00pm (BD 321); or
By appointment

Lectures: Tuesdays and Thursdays, 12:30-1:45 (Sect. 1) and 2:00-3:15 (Sect. 2), Bidgood 13

Co-requisite: ST509

Objective: The objective of this course is to teach students principles and techniques for
designing, managing, and improving business operations.

Description: This course will address important concepts and issues related to the design and
management of business operations including manufacturing, distribution, logistics,
transportation, supply chain, and service operations. The course will demonstrate how
quantitative methods can be applied to the analysis and solution of problems that arise in
business operations.

Course Web Site: https://ualearn.blackboard.com. This website will be used to distribute
important course materials and information. Each student is responsible for becoming
familiar with using it.

Course Textbook:
Krajewski, Ritzman, and Malhotra. Operations Management: Processes and Supply

Case Packet: The Supply Store will sell the case packet for this course. Every student
must purchase their own copy of the case packet. ($30.50)

Littlefield Technologies Game: http://mgr.responsive.net/Manager/ShowClient ($18.00)
The product is titled "Littlefield Code for Professor Keskin"

Academic Conduct and Honor Code: The Graduate School’s policies on academic misconduct
can be found in the current edition of the Graduate Catalog. The Code of Academic
Conduct and the Academic Honor Code for The University of Alabama can also be found
in the Student Handbook. Every student must read and be familiar with these policies.
Grading:

Assignments 30%
Midterm Friday, October 18, 1:30-4:00pm 30%
Final Exam Tuesday, December 10, 11:30am-2pm 30%
Participation 5%
Professional Development 5%

You should work independently on homework assignments unless instructed otherwise. Individual grades on team assignments may be affected by evaluations from your team members. The final exam will be comprehensive although it will focus more heavily on material from the second half of the course. Course grades are typically assigned based on a 10 point scale; however, the instructor reserves the right to curve the final course grades.

Individual Assignments:
You must attempt each exercise on your own before discussing it with anyone else. All work submitted for grading must be your own. You may discuss your general approach and results with other classmates, but the organization, analysis, and presentation of the work must be your own. Each student is responsible for learning all the material on the assignment. Always provide a clear verbal explanation and interpretation of your analysis and recommended solution. Put all of your work in a single spreadsheet file and submit it in Blackboard prior to the assignment deadline.

Team Assignments:
Team assignments should be collaborative work among all the students on the team. Every team member is expected to contribute substantially to every team assignment. Each team member should spend time working individually on the team assignment before meeting and working with the group. The instructor may occasionally conduct team member assessments for a specific team or for all teams. The feedback from these assessments may be used to adjust individual grades on some or all of the team assignments. There should be no discussion about specific approaches or solutions for team assignments between the teams. Team assignments are based on cases that provide descriptions of practical situations where modeling and analysis can play an important role. The cases provide you with opportunities to practice translating situations into problem structures and to consider the implications of your analysis for a particular situation. For many of the cases you will also be expected to present your ideas to an audience interested in the implications of your analysis. Note that every member of your team should be prepared to present the case.

Late/Make-Up Policy: Course materials and assignments will be available well in advance of the due dates. Students are responsible for managing their time and turning in assignments on-time. However, the instructor will make accommodations in the case of valid emergencies and excused absences.

Computer Usage: Class announcements and information will normally be posted in Blackboard; however, Crimson email may also be used in some circumstances. Students are responsible to check both of these regularly. Students should also be familiar with
Excel which will be necessary for some assignments. **Laptop computers will not be used in class unless explicitly approved by the instructor.**

**Attendance:** Class attendance is not mandatory, but it is strongly encouraged and will be recorded. Excessive class absences will affect a student’s participation grade.

**Expectations:**
1. As much as possible, please post your questions on the discussion board in blackboard. You may contact the instructor or the teaching assistants via email or phone for confidential, personal issues.
2. Complete the reading assignments. Unless you are informed otherwise, you are responsible for the material in the reading assignments even if it is not discussed in class.
3. Do all of the assignments and learn from them. You should especially learn from your mistakes. If necessary ask questions about your mistakes to make sure you understand them.
4. Exhibit professionalism and discipline in your work. Assignments should be neat, legible, and clearly organized. Answer all questions fully and in detail. No handwritten work will be accepted.

**Disabilities:** If you need to request the accommodation of a disability, you must contact the Office of Disability Services at 348-4285 as soon as possible. You may then contact the instructor to schedule an appointment to discuss your request.

**Severe Weather:** In the event of an emergency, we will adhere to the following actions in accordance with University policies. **FIRE/FIRE ALARM:** Evacuate the building and stay out of the building at a safe distance until authorized to return. **TORNADO WARNING:** Move to the Lower Level, inside classrooms, offices or corridors. Remain until the warning has expired. Classes are cancelled until the warning expires.