WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Operations and Systems Management

COURSE NUMBER: BBM 411

I. RATIONALE:

An integral part of any business is the operations, whether it is a service or manufacturing environment; profit or not-for-profit. Text introduces new processes and methods used in various industries. Understanding operations management knowledge areas, phases and processes are critical success factors to any successful operational implementation.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Define the roles of Operations Managers in today’s Business/ Manufacturing sector.

Learning Outcomes: The student will:

A-1 Understand the concepts of Ops Mgmt and how these concepts are applied in today’s diverse business environments. Understand definitions and terminology.
A-2 Explain the critical relationships between Operations and supply chain strategies.
A-3 Identify the set of decisions that operations managers make.

GOAL B:
Develop Operations as a competitive tool in the domestic, as well as international arena. Understand key operational techniques for enhancing business processes.

Learning Outcomes: The student will:

B-1 Describe operations in terms of inputs, processes, outputs, information flows, suppliers, and customers.
B-2 Determine key process flow techniques for enhancing antiquated processes.
B-3 Realize how lean techniques identify and have the potential of correcting bottlenecks in a process system.
B-4 Identify the proper lean solution with the corresponding process problem.
B-5 Develop a process flow in Microsoft Visio – Team Objective.
GOAL C:
Understand the critical advantages of Operations Strategy

Learning Outcomes: The student will:

C-1 Explain how to link departmental strategies to create an overall Operations Strategy through the use of competitive priorities.
C-2 Explain how operations strategy is a pattern of decisions directed at processes, systems and procedures in order to achieve certain competitive priorities.

GOAL D:
Recognize the importance of managing customer relationships, project processes and technology.

Learning Outcomes: The student will:

D-1 Describe the different ways that customer contact can affect a process.
D-2 Discuss how service strategy, capital and customer involvement influence processes of service providers.
D-3 Describe the fundamental role of the technological applications and how the correct technology can reduce costs and streamline the process.
D-4 Use MS Visio and MS Project to map a process and create visibility of a process.

GOAL E:
Determine the correct process control for an application such as Forecasting, Inventory Management and Statistical Control.

Learning Outcomes: The student will:

E-1 Be able to distinguish the various statistical applications and uses.
   a. Understand how control charts are developed and utilized.
   b. Calculate variable and attribute measures of quality and apply the appropriate control charting approach for each measure.
E-2 Be able to compute economic order quantities from a stable order process.
E-3 Be able to apply the appropriate forecasting technique from a given decision problem.
E-4 Determine capacity measurements through layout strategies and manpower/inventory alternatives.