

BUSN 6110	Operations Management (OM) for Fall II, 07 - Mondays, AAFB
Instructor	Bill Magrogan 703-869-6836 billsolves@starpower.net
6110 Description	This survey course covers current OM issues, concepts, and techniques. We assess the possibility of optimal systems in service or production operations. <u>Topics include:</u> Value Creation, Project Management, Continuous Improvement, Trade-offs, Outsourcing, Supply Chain, Layout, Inventory, and Waiting Lines.
6110 Learning Outcomes	<ol style="list-style-type: none"> 1. Assume the role of the COO creating value in products and services. 2. Use PERT analysis to plan and evaluate a project management. 3. Assess a new product or supply chain development processes. 4. Apply various approaches to continuous improvement in quality. 5. Assess strategic, tactical and plant level capacity issues. 6. Assess facility layout for assembly or service waiting line constraints. 7. Assess trade-offs in inventory management to include JIT and MRP. 8. Apply aggregate product planning and service yield management.
6110 Text	<i>Operations Management for MBAs, 3rd edition</i> , Jack. R. Meredith, Scott M. Shafer (Wiley) ISBN: 0-471-35142-9.
Grading Criteria	<p><u>A= 90+/ B=80+/ C=70+ and below using Webster Grading Standards</u></p> <p>Quality participation* in all course assignment: 10%</p> <p>Weekly responses <u>supported by text readings:</u> 60%</p> <p>Use of OM strategy and techniques in projects: 30%</p> <p>*Quality participation means to listen actively and clarify ideas or opinions using specific course concepts. NEVER substitute quantity for quality!</p>
Your Project Due Week 8	<p>Project Steps:</p> <ol style="list-style-type: none"> 1. <u>Get instructor approval</u> on a current OM problem area to explore. 2. Cite the <u>pros and cons</u> of solutions via research, text, or class notes. 3. Cite <u>evidence or examples</u> from existing OM practices. 4. Summarize <u>practical recommendations</u> for use by other MBAs. <p><u>Writing Hints:</u> Edit for shorter words in short sentences. Use no paragraphs > 6 lines. Use active voice. Clarify your ideas with reason and use of course concepts!</p>
Your 6110 Instructor	<p>Bill Magrogan assesses ongoing projects, guiding recovery on systems from sonar to satellites. His teams use OM to minimize, manage, or prevent user risks. A former Naval officer, Bill was involved in supply chain management. He was business manager on a project management team for NATO ship development.</p> <p>At Stanford, he was the principal teaching and research assistant to Dr. William Abernathy, a pioneer in the field of Operations Management. Bill leads business seminars for university, government, and industry clients</p> <p><u>Education:</u> Bachelors from Penn Wharton in Economics, minor in Naval Science MBA from Stanford University, focus on Operations Management (honors) Masters from Cal State Fullerton in American Studies (honors).</p>

<p>6110 Course Plan</p>	<p>Session 1. Value Creation and Competitive Advantage Prep: Read Chapters 1 & 2 (20-41). A. Welcome, Introductions, Overview of the Course B. Discussion: Pros and cons; Evidence and examples; Recommendations Project Prep: Find an OM issue in the text index to focus your efforts!</p> <p>Session 2: Impacts of Trade-Offs on Quality Prep: Read Chapter 2 (50-59) for your response; Scan Chapter 3. Response #1 From The Reading: How exactly should a CEO of a firm you choose apply the Balanced Scorecard (pp. 47-49) to compete better? 5 paragraphs to billsolves@starpower.net NOON > class. A. How Responsive is Just Right Quality? Tradeoffs in Any Design B. Project Topics approved All course handouts/advice will be emailed to you by the instructor</p> <p>Session 3: Managing Project Risk Preparation: Read Chapter 2 (50-59); Scan Chapter 11, Project Management; Response #2 Using the Reading: As Project Manager of a new mini-car to compete with Cooper, choose whether cost, schedule, or quality is most important. Carefully explain your choice! Make assumptions. NLT NOON A. Project Management: A Career Skill (Handout) B. PM Realism: Planning, Scheduling, Control Measure Pitfalls</p> <p>Session 4: The Global Perspective – Lean Thinking Read Chapter 10 (353-383) A. Lean Japanese Systems; Precise German Designs; American Innovation</p> <p>Session 5: Inventory Management as Waste Reduction Scan Ch. 8, Inventory Management A. Top Ten Issues in Inventory Management (Handout) B. Greaver's Outstanding Outsourcing Insights (Handout) C. Option: Send in Your Draft Project for Review</p> <p>Session 6: Supply Chains Add Value Read Ch. 7 Supply Chain Management Response #3: Advise a manager of a hotel, arena, or restaurant on how to go about outsourcing support services. Include how to monitor vendor performance. A. Supply Chain Versus Value Chain B. More on Greaver's Outstanding Outsourcing Insights</p> <p>Session 7: Business Process Re-engineering Consulting Read Chapter 4 Response #4: In 10 bullets, advise MBAs on use of OM/BPR at work! A. BPR - Business Process Reengineering: Possibilities and Pitfalls B. Fad Surfing in the Boardroom – What To Do About It (Handout)</p> <p>Session 8: Student OM Project Presentations E-mail project papers NOON by class – if not before!</p> <p>Session 9: The MBA in Operations Management A. Review of OM or BPR Advice by the instructor and the class. B. Bill's Life Long Learning Reading List</p>
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