

School of Management-Graduate Program

AMBA

RD54800 Operations Management (營運管理)

Fall 2021 (110 學年度第 1 學期)

1. *This mission of the College is to serve business and society in the global economy through developing professionally qualified and socially responsible business leaders as well as through advancing the frontiers of knowledge in business management.*
2. *The strategic objective of Department of Industrial and Information Management-Graduate Program /Institute of Information Management is to Cultivate industrial and information management professionals who possess TIP (Technological knowledge, Innovative foundation, and Perceptive learning).*

Graduate Program Learning Goals (goals covered by this course are indicated by checks):

v	1	Graduate students should be able to appreciate business research and to present research findings/ results effectively in speaking and in writing.
v	2	Graduate students should be to integrate different functional areas in solving business problems.
		Graduate students should be able to analyze business situations and to recommend innovative resolutions
v	3	Graduate students should be able to demonstrate leadership skills of a business manager.
		Graduate students should be able to identify ethical dilemmas and to determine necessary courses of action.
	4	Graduate students should possess a global economic perspective and a vision of the global business environment.
v	5	Graduate students should be able to coordinate actions and solve problems jointly with other members of a professional team.

Instructor: Chung-Chi Hsieh

Office Hours: 5:00 PM ~ 6:00 PM, Monday

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Course Hours: 2:10 PM ~ 5:00 PM, Monday

Classroom: Room 62X01

Prerequisite: None

Course Description: This course is designed to be an introductory course in operations management to MBAs, executive MBAs, and advanced MBAs. Based on the principle of “real operations, real solutions,” this course uses a variety of companies, from manufacturing, services, and retailing industries, and illustrate and analyze how firms can design their operations to better match supply with demand, and transform them to provide sustainable competitive advantage and/or superior customer service. While keeping minimum mathematical details, this course aims to educate managers so that they are able to explore big picture and back them up with rigorous analysis.

Course Learning Goals: To equip students with the knowledge of operations management through the development of matching supply with demand in various realistic operational settings.

Content Summary:

1. Introduction
2. Competitive Strategy and Productivity
3. Forecasting
4. Product and Service Design

5. Capacity Planning
6. Work Design and Measurement
7. Quality Control
8. Aggregate Planning
9. MRP
10. Inventory Management
11. JIT and Lean Operations
12. Supply Chain Management

Textbooks: Stevenson, W. J., Operations Management, 13th edition, McGraw-Hill (中文精簡版，華泰代理)

Course Requirement:

- Lecture slides and supplemental materials will be placed on the NCKU moodle website.
- The midterm exam is scheduled on 2021/11/8 (Monday), and the final exam is scheduled on 2021/1/10 (Monday).
- No late homework turn-in; no makeup assignment & exams.

Grading Policy:

		HW 30%	Midterm Exam 25%	Final Exam 25%	Class Participation 20%
COMMU	<input checked="" type="checkbox"/> Oral Commu./ Presentation				80%
	<input type="checkbox"/> Written Communication				
CPSI	<input checked="" type="checkbox"/> Creativity and Innovation	10%			
	<input checked="" type="checkbox"/> Problem Solving	40%	30%	30%	
	<input checked="" type="checkbox"/> Analytical Skills	30%	20%	20%	
LEAD	<input checked="" type="checkbox"/> Leadership & Ethic				20%
	<input type="checkbox"/> Social responsibility				
GLOB	<input type="checkbox"/> Global Awareness				
VSP	<input checked="" type="checkbox"/> Values, Skills & Profess.	20%	30%	30%	
	<input type="checkbox"/> Information Technology				
	<input checked="" type="checkbox"/> Management Skills		20%	20%	