



OPERATIONS MANAGEMENT

POM 345

SUMMER 2019



PROFESSOR:	DR. LAURA B. FORKER	PREREQUISITE:	POM 212
EMAIL:	LFORKER@UMASSD.EDU	NO. OF COURSE CREDITS:	3 CREDITS
OFFICE:	CCB 205	COURSE FORMAT:	100% ONLINE
OFFICE HOURS:	M-TH 10:00 A.M.-12:00 P.M.	DIS DEP'T. SECRETARY	JUMA MILLER
	FACE-TO-FACE OFFICE HOURS BY APP'T.		J1MILLER@UMASSD.EDU
COURSE BLACKBOARD			508-999-8862

ADDRESS:

https://umassd.umassonline.net/webapps/blackboard/content/listContentEditable.jsp?content_id=_1266389_1&course_id=_19613_1

COURSE DESCRIPTION

Design, development, direction, and distribution methods used to deliver goods and services. Topics covered include operations strategy and the management of quality, inventory, supply, capacity and demand, and others. Conceptual, analytical, and quantitative techniques are taught to improve the efficiency and effectiveness of transformation processes in organizations.

COURSE OBJECTIVES

Upon successful completion of this course, the student will be able to:

- Describe those aspects of operations management of particular importance to goods-producing and service-producing organizations.
- Systematically approach problems in goods- and service-producing organizations using appropriate analytical and quantitative techniques to solve problems.
- Identify the value-adding steps of a process, recognize problems in that process, and take leadership for improvement.
- Interpret data in organizational publications including forecasts, inventory and quality metrics, and utilization for use in strategy formulation and development.

REQUIRED TEXT

Fitzsimmons, J.A., Fitzsimmons, M.A., Bordoloi, S.K., (2014) *Service Management: Operations, Strategy, Information Technology*, 8th edition, Irwin/McGraw Hill. ISBN#: 978-0-07-802407-8.

- Available for purchase or to rent on Amazon.com at:

https://www.amazon.com/gp/offer-listing/0077841204/ref=dp_olp_all_mbc?ie=UTF8&condition=all

Prices as of 4/1/19: \$47.36 – \$171.35 (used & new); some sellers offer free shipping but most charge shipping as an additional fee. (All prices quoted here don't include shipping.)

https://www.amazon.com/Management-Software-Mcgraw-hill-Operations-Decision/dp/0077841204/ref=sr_1_fkmr1_1?keywords=Fitzsimmons%2C+J.A.%2C+Fitzsimmons%2C+M.A.%2C+Bordoloi%2C+S.K.%2C+%282014%29+Service+Management%3A+Operations%2C+Strategy%2C+Information+Technology%2C+8th+edition&qid=1552073196&s=gateway&sr=8-1-fkmr1

This is Amazon's text rental address. Amazon's rental price is \$67.53 (as of 4/1/19).

- E-book format of text available to rent for 60-days at a substantial discount at:

<https://www.textbooks.com/Service-Management-Operations-Strategy-Information-Technology---Text-Only-8th-Edition/9780078024078/James-A-Fitzsimmons.php>

Ebook (rent): \$35.28 (rental period expires after 60 days); used texts sell at \$67.11.

- Available for purchase (new or used) or to rent from Barnes & Noble at:

https://www.barnesandnoble.com/w/mp-service-management-with-service-model-software-access-card-james-fitzsimmons/1114276011?ean=9780077841201&pcta=u&st=PLA&sid=BNB_New+Core+Shopping+Top+Margin+EANs&sourceId=PLAGoNA&dpid=tdtve346c&2sid=Google_c&gclid=EAlaQobChMI9ZW9xvqn3wIVjIqGCh2yngbbEAQYBSABEgJWVvD_BwE

Prices as of 4/1/19: \$95.19 (used); \$173.08 (new); Marketplace prices: \$47.49 - \$385.67

You do not need the access codes, CDs/DVDs, workbooks, and other supplemental items.

ELECTRONIC COMMUNICATION

- I don't send emails to my students when they submit an assignment, acknowledging that I received it. If you don't hear from me after submitting your work, consider it a good thing. You may want to recheck your email to make sure any necessary attachment(s) were included. I will email you within 24 hours after due dates for any missing work.
- I will post information about discussion groups, tests, quizzes, any changes in due dates, and other course matter on the "Announcements" board in the POM 345 myCourses site.

GRADING SCALE

<u>Letter grade</u>	<u>Grade Point Equivalent</u>	<u>Scale to match test/quiz score with equivalent letter grade and numerical GPE</u>
A+	4.3 = Grade (G)	100 and above
A	$4.0 \leq G < 4.3$	95-99
A-	$3.7 \leq G < 4.0$	90-94
B+	$3.3 \leq G < 3.7$	85-89
B	$3.0 \leq G < 3.3$	80-84
B-	$2.7 \leq G < 3.0$	75-79
C+	$2.3 \leq G < 2.7$	70-74
C	$2.0 \leq G < 2.3$	65-69
C-	$1.7 \leq G < 2.0$	60-64
D+	$1.3 \leq G < 1.7$	55-59
D	$1.0 \leq G < 1.3$	50-54
D-	$0.7 \leq G < 1.0$	45-49
F	$G < 0.7$	below 45

GRADING BREAKDOWN

Two online tests	40%
Online group discussion	30%
Three quizzes	30%

Course grades will be determined by a weighted average using the quiz/test/discussion grade point equivalents and the percentages for these as the weights.

Note: **No make-up tests or quizzes will be given.** This includes taking the same test or quiz as the rest of the class at a later date. Also, no partial credit will be given for multiple choice and true/false questions.

Online decorum and courtesy to your classmates *and* to your professor are order qualifiers for a high grade in online participation. Online participation will be graded *at the end of the course term*. There will be no periodic participation grades posted. You must actually participate for any dimension of quality to be assessed.

If the professor determines that *any* assignment, including answers to homework questions posted on the online discussion boards, has been plagiarized from *any* source, the student will receive a failing grade (i.e. F). There will be no opportunity for “extra credit” or alternative assignments to replace or make up for the failing grade.

ONLINE WEEKLY SCHEDULE

Day 1 - Monday	Day 2 - Tuesday	Day 3 - Wednesday	Day 4 - Thursday
Day 5 - Friday	Day 6 - Saturday	Day 7 - Sunday	

Electronic weeks begin on Monday and end on Sunday. You have until midnight the day a discussion assignment is due to post your answers to the questions on your group’s discussion board. **Once solutions to discussion questions have been posted, no late answers will be accepted regardless of circumstances.** Answers to questions /problems you are not required to post or turn in or will also be posted on the POM 345 myCourses site.

STUDENT ACADEMIC INTEGRITY POLICY

Students are responsible for the content and integrity of the academic work they submit. Each student’s submitted assignments, responses to discussion questions, and tests/quizzes must be that student’s own work. Actions constituting misconduct include but are not limited to:

- Submitting the work of another person as your own. This includes other students’ work, internal company documents or memos, advertising literature, any published information whether it appears in printed or electronic form (this includes material obtained from web sites including government and company web sites, Wikipedia, Youtube, and other Internet-based sources), and *any* unpublished information (authored or anonymous);

- Submitting answers to homework / discussion questions and/or quizzes/tests/exams, word-for-word or reworded that may have been posted in previous semesters of this course, as your own work. The UMass Dartmouth Student Academic Integrity Policy defines plagiarism as: “Plagiarism is the representation of the words or ideas of another as one’s own in *any academic exercise*.” This includes homework / discussion questions and quizzes/tests/exams.;
- Misrepresenting your own work to an instructor; or
- Collaborating with other students during an exam, test, or quiz;

For further details, consult the UMass Dartmouth Student Academic Integrity Policy online at: <http://www.umassd.edu/studentaffairs/studenthandbookintroduction/studentconductpolicies/academicintegritypolicy/>

INCOMPLETE POLICY

According to the university catalog, an incomplete may be given only in exceptional circumstances at the instructor's discretion. The student must be passing at the time of the request. If the work is not completed within one year of the recording of the incomplete grade, the grade will become an F(I). The incomplete policy for this course is that at least 80% of the course must be already completed and an exceptional circumstance (i.e. medical issue) must exist. If you feel you require an incomplete for an exceptional reason, you should email me and state your reasons for the incomplete in writing. I will then decide on a course of action.

ACADEMIC SUPPORT SERVICES

The *STEM Learning Lab* offers tutoring services for accounting, finance, and business courses (as well as engineering, math & science). (<https://www.umassd.edu/arc/stem-learning-lab/services/>)

The *Multiliteracy & Communication Center* (MCC) is a free tutoring service available to all members of the UMassD community. The MCC provides consultations for the following:

- brainstorming, development of arguments, organization, and clarity for written essays
- document and Web writing/design
- research and reading strategies
- professional preparation, including resumes and statements of purpose

All online tutoring sessions are conducted synchronously, meaning a student meets with his/her tutor in "real time" in a manner similar to a face-to-face session. Currently, online tutoring is only available in the MCC (LARTS, 221; Mon–Fri, 10 a.m. - 3 p.m.) and the Library Learning Commons (Room 135; Sun-Thurs, 6 p.m. – 9 p.m.). To make an online appointment, follow these steps:

- If you've never made an appointment before, you'll need to first create a new account at: <https://umassd.mywconline.net/register.php>
- Once you've registered, you can log in to the scheduler at: <https://umassd.mywconline.net/>
- Tutors available for online appointments have "face-to-face or online" listed below their name. Please click on a white (available) appointment space with one of these tutors.
- Once you click on a white space, an appointment pop up window will open. Make sure that you use the drop down in the "Meet Online?" section to select "Yes-Schedule an Online Appointment." Fill out the rest of the form with your assignment information.
- Five minutes prior to the start of your scheduled appointment, log back in to the scheduler and click on your appointment. The window will pop up again with a link: "Start or Join Online Consultation." Click this link to meet with your tutor.
- You'll be able to share your assignment with your tutor, but it is helpful if you can have your assignment ready in Word doc (.doc or .docx) format. Please note too that the system removes formatting, so, if you have questions about formatting, you may need to also share your assignment with your tutor via email. Tutors can chat with you via text or video, though if you wish to talk with a tutor using the video feature, please make sure that you are accessing the appointment via a strong internet connection.

Technical assistance can be found at the Help Desk in the Learning Commons, Claire Carney Library, 1st floor. Hours are M - TH 10 a.m. - 9 p.m., F 10 a.m. - 5 p.m. Their expertise includes:

- Network connections and registration
- Software installations and downloads
- Virus and spyware removals
- Access to UMass systems and services

Contact information: 508-999-8040; <https://www.umassd.edu/cits/servicecenters/students/>

myCourses help: myCoursesHelp@umassd.edu or 508-999-8505 (M-F 9 a.m.-5 p.m.)

24-hour myCourses help: <https://embanet.frontlinesvc.com/app/home/p/2146>

24-hour technical assistance (off-hours, weekends, and holidays): <http://umd.echelp.org>

Support information for *other UMass Dartmouth technologies:*

<http://www.umassd.edu/extension/technicalresources/>

UNIVERSITY SUPPORT SERVICES AND POLICIES

The *Center for Access and Success (CAS)* can provide accommodations for students with documented disabilities to assist them in their learning. When you bring proper documentation to the Center, located in Pine Dale Hall Room 7136, you can obtain the necessary paperwork to provide your instructor. (CAS phone number: 508-999-8711; <http://www.umassd.edu/dss/>)

Grade appeals: Information about what can be appealed, who to file a grade appeal with, and what the grade appeal process entails can be found at: <https://www.umassd.edu/acadvising/grades/>

The purpose of a university is to disseminate information, as well as to explore a universe of ideas, to encourage diverse perspectives and robust expression, and to foster the development of critical and analytical thinking skills. In many classes, including this one, students and faculty examine and analyze challenging and controversial topics.

If a topic covered in this class triggers post-traumatic stress or other emotional distress, please discuss the matter with the professor. You may also seek out resources from the Counseling Center, <http://www.umassd.edu/counselling/>, or the Victim Advocate in the Center for Women, Gender and Sexuality, <http://www.umassd.edu/sexualviolence/>. In an emergency, contact the Department of Public Safety at 508-999-9191 24 hrs/day.

UMass Dartmouth, following national guidelines from the Office of Civil Rights, requires that faculty follow UMass Dartmouth policy as a “mandated reporter” of any disclosure of sexual harassment, abuse, and/or violence shared with the faculty member in person and/or via email. These disclosures include but are not limited to reports of sexual assault, relational abuse, relational/domestic violence, and stalking. While faculty are often able to help students locate appropriate channels of assistance on campus, disclosure by the student to the faculty member requires that the faculty member inform the University’s Title IX Coordinator in the Office of Diversity, Equity and Inclusion at 508-999-8008 to help ensure that the student’s safety and welfare is being addressed, even if the student requests that the disclosure not be shared. You can obtain confidential counseling support and assistance at: <http://www.umassd.edu/sexualviolence/>

WITHDRAWAL DEADLINES

	Maymester 3- Week Session	1st Summer 5- Week Session	2nd Summer 5- Week Session
Classes begin	May 20, 2019	June 11, 2019	July 16, 2019
Last day to Add, Drop <i>100% refund, less registration fee</i>	May 21, 2019	June 12, 2019	July 17, 2019
Last day to drop with a "W" grade <i>50% refund, less registration fee</i>	May 22, 2019	June 14, 2019	July 19, 2019
Last day to drop with a "W" grade <i>No refund</i>	June 3, 2019	July 2, 2019	August 6, 2019

A grade of "W" does not affect a student's GPA but may impact "satisfactory academic progress" requirements for financial aid (www.umassd.edu/financialaid/maintainingaid/).

SCHEDULE

WEEK	TOPIC	ASSIGNMENTS
Week 1 5/20/19	Introduction to course	Read syllabus. Read, <i>sign, and return</i> Student Course Responsibility Agreement by 5/21/19 . Fill out and <i>return</i> Personal Data Sheet.
	The Service Economy	Text: Read chapter 1.
	Village Volvo	Read Village Volvo case at end of ch. 1. Discuss: Questions 1-4 at the end of V V case on your group's discussion board. Post answers by 5/21/19, 11:59 p.m.
5/21/19	Process Analysis	Read: Introduction to Process Analysis.
	Practicing Process Analysis	HWQ: Answer Process Analysis HW Problems 1 & 2. No need to submit. (Homework questions, solutions, and Introduction to Process Analysis reading are on the POM 345 course site.) DUE: Personal Data Sheet and Student Course Responsibility Agreement (5/21)
5/22/19	Line Balancing	Read: Hot Shoppes case. HWQ: Answer questions at the end of the case. No need to submit or post.
	Matching Capacity & Demand	Read: Zeller's Grocery Store case. HWQ: Answer questions at the end of the case. No need to submit or post. (Hot Shoppes and Zeller's Grocery Store cases are on the POM 345 course site.)

WEEK	TOPIC	ASSIGNMENTS
5/23/19	QUIZ 1	
5/24/19	Service Strategy	Text: Read chapter 2. Discuss: Questions 1-4 on your group's online discussion board. Post answers by 5/24/19, 11:59 p.m.
	The Service Encounter	Text: Read chapter 4.
Week 2 5/27/19	MEMORIAL DAY – NO CLASS	
5/28/19	New Product and Service Development	Text: Read chapter 3.
	100 Yen Sushi House	Read: 100 Yen Sushi House case at the end of ch. 3. Watch posted videos. Discuss: Questions 1-4 for 100 Yen Sushi House and videos on discussion board. Post answers by 5/28/19, 11:59 p.m.
5/29/19	TEST 1	
5/30/19	Product and Service Quality	Text: Read chapter 6. HWQ: Do problems 6.4, 6.7 and 6.8. No need to submit or post.
	Service Recovery	Text: Review pp. 165-167. Discuss: Questions 1-4 on your group's discussion board. Post answers by 5/30/19, 11:59 p.m.

WEEK	TOPIC	ASSIGNMENTS DUE
5/31/19	QUIZ 2	
Week 3 6/3/19	Managing Capacity and Demand	Text: Read chapter 11. HWQ: Do 11.1. & 11.3. No need to submit or post.
6/4/19	Forecasting Demand	Text: Read chapter 14. HWQ: Do problems 14.2, 14.4 & 14.5. No need to submit or post.
6/5/19	QUIZ 3	
6/6/19	Managing Inventory	Text: Read chapter 15. HWQ: Do problems 15.1 and 15.2. No need to submit or post.
6/7/19	TEST 2	