

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 411

OPERATIONS MANAGEMENT

COURSE DESCRIPTION

A study of the challenges and opportunities facing managers of the operational functions of business, the value added areas where resources are transformed into goods and services. The wide ranging implications and applications of the concept of employee/team driven, customer-centered continuous improvement will be examined, as well as Total Quality Management principles. The study of operations management will involve some complexity as various quantitative management tools are examined and applied.

RATIONALE

Over 80% of business graduates will likely find employment in the service sector. This course will provide students with some of the tools necessary to operate a service organization profitably in the short and medium term and help build sustainable competitive advantages in the long term. Complete expertise or mastery of the field would be an unrealistic expectation for this course.

I. PREREQUISITES

ISYS 201, BUSI 310, and MATH 201

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resource for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Recognize the role of Services in the Global economy.
- B. Examine the elements of service design.
- C. Discuss the strategies required to effectively manage the day-to-day operations of a service organization.
- D. Recognize the need for quantitative models for managing a service organization.
- E. Integrate biblical principles to the field of project management.
- F. Discuss service strategy execution.

Comment [CB1]: Is this supposed to be capitalized?

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- B. Discussion Board forums (4)

There will be four discussion boards in this course, divided across all eight modules/weeks. The student will create a thread of at least 250 words in response to the discussion questions. In the following module/week, the student will post two replies to the threads of classmates. Each reply should have a minimum of 150 words. The student will cite at least one source for each thread and reply. Please submit all threads and replies for Discussion Board Forums 1–3 by 11:59 p.m. (ET) on Monday of the assigned module/week. Replies for Discussion Board Forum 4 should be submitted by 11:59 p.m. (ET) on Friday of Module/Week 8.

- C. Connect Homework (4)

The student will complete four homework assignments using the Connect Plus software. Included in the homework are various quizzes, which are designed to prepare the student for the exams. At the end of the assigned module/week, Connect Plus will automatically grade all of the assignments. The instructor will then download the results and place the scores in the Grade Center. All homework will be conducted in Connect Plus, not in the textbook (though the homework is based off of the material in the text). Connect Homework 1–3 are due by 11:59 p.m. (ET) on Monday of the assigned module/week. Connect Homework 4 is due by 11:59 p.m. (ET) on Friday of Module/Week 8.

D. Group Case Study

The instructor will assign each student to a group, in which he/she will complete the Discussion Boards for the Group Case Study. Each group will pick one member to submit the written research paper. Each group will review the Harvard Business Case “Shouldice Hospital Limited” by James Haskett, and then work collaboratively on a case response. All team collaboration, including file exchanges, should be conducted in the Group Discussion Board forum. Each group should produce a paper that is a minimum of 10 pages, not including the title page, abstract, and reference page. Groups should cite at least seven sources in their paper. Please submit the completed Group Case Study through SafeAssign by 11:59 p.m. (ET) on Monday of Module/Week 7.

E. Exams (4)

The student will complete four exams in this course. Each exam is online, open-book/open-notes, and is comprised of 25 true/false and multiple-choice questions. The student will have 45 minutes to complete each exam. Please complete Exams 1–3 by 11:59 p.m. (ET) on Monday of the assigned module/week. Exam 4 should be completed by 11:59 p.m. on Friday of Module/Week 8.

VI. COURSE GRADING AND POLICIES

A. Points

Discussion Board forums (4 at 75 pts ea)	300
Connect Homework (4 at 50 pts ea)	200
Group Case Study	200
Exams (4 at 75 pts ea)	300
Total	1000

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 411

Textbooks: Stevenson, W.J., *Operations Management* (2012).
Hesket, J., *Shouldice Hospital Limited* (2005).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Stevenson: chs. 1–2 2 presentations	Course Requirements Checklist	0
		Class Introductions	0
		DB Forum 1 Thread	50
2	Stevenson: chs. 3–4 <i>Shouldice</i> Case Study 1 presentation	DB Forum 1 Replies	25
		Connect Homework 1	50
		Exam 1	75
3	Stevenson: chs. 5–6 <i>Shouldice</i> Case Study 1 presentations	DB Forum 2 Thread	50
4	Stevenson: chs. 7–8 <i>Shouldice</i> Case Study 1 presentation	DB Forum 2 Replies	25
		Connect Homework 2	50
		Exam 2	75
5	Stevenson: chs. 9–10 <i>Shouldice</i> Case Study 1 presentation	DB Forum 3 Thread	50
6	Stevenson: chs. 11–12 <i>Shouldice</i> Case Study 1 presentation	DB Forum 3 Replies	25
		Connect Homework 3	50
		Exam 3	75
7	Stevenson: chs. 13–14 <i>Shouldice</i> Case Study 1 presentation	DB Forum 4 Thread Group Case Study	50 200
8	Stevenson: chs. 15–16 2 presentations	DB Forum 4 Replies	25
		Connect Homework 4	50
		Exam 4	75
TOTAL			1000

DB = Discussion Board

NOTE: Each course week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.