



Kuwait University
College of Business Administration
Information Systems & Operations Management Department



Course Syllabus

Dr. Ahmad M. Ashkanani

ISOM 210 – Principles of Production & Operations Management – Fall 2022

Section 06A	Mon / Wed	09:30 AM – 10:45 AM	Room 02-C2-1005
Section 07A	Mon / Wed	11:00 AM – 12:15 PM	Room 02-C2-1005

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Office	2nd Floor, ISOM Department, Office # 02-0A-1016
Office Hours	Mon / Wed 08:00 AM – 09:15 AM (or by appointment)

Teaching Assistant	Eng. Nourah Alghamlas
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Textbook	Reid, R. D., & Sanders, N. R. (2013). Operations Management: An Integrated Approach . Hoboken, NJ: John Wiley (or latest edition).
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Course Website	Moodle + Microsoft Teams + Piazza
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Course Description:

This course is an introduction to operations and supply chain management. In this course, students will learn about the role of operations management (OM) in manufacturing and service organizations and how OM links to other business functions (e.g., finance, marketing, accounting, etc.). In particular, students will learn the role of operations strategy, operations productivity, product & process design, capacity & facility location decisions, the role of supply chain management, quality management, inventory management, and project management. Rather than discussing these topics in depth, this course offers a broad synthesis that serves as a foundation for more advanced courses in operations and supply chain management, teaches students tools that are necessary for making business decisions, and prepares students for future leadership roles.

COURSE LEARNING OBJECTIVES (CLOS):

Students who successfully complete this course are expected to be able to:

- CLO1. Understand the role of operations and supply chain management (OSCM) in manufacturing and service organizations.
- CLO2. Describe the core OSCM functions.
- CLO3. Use analytical tools to tackle OSCM problems.
- CLO4. Evaluate ethical aspects of competing OSCM decisions.

CLO MAPPING TO CBA SKILL BASED COMPETENCY GOALS¹

CLO	Competency Goal				
	Analytical	Communication	Information Technology	Business Ethics	General Business Knowledge
1					I
2					I
3	R				
4				I	

Note: 'I' indicates Introduce and 'R' indicates Reinforce

COURSE OUTLINE

Topic	Key Topics	Reading	Assignment	Quiz	Exam
Intro to Operations Management (OM)	<ul style="list-style-type: none"> • What is Operations Management? • Differences Between Manufacturing and Service Organizations • Operations Management Decisions • Today's OM Environment • Operations Management in Practice 	CH 1	-	Quiz 1	-
Operations Strategy and Productivity	<ul style="list-style-type: none"> • The Roles of Operations Strategy • Developing a Business Strategy • Developing an Operations Strategy • Strategic Role of Technology • Productivity 	CH 2	A1		

¹ CBA Competency Goals can be found at the end of this document

Topic	Key Topics	Reading	Assignment	Quiz	Exam
Product and Process Design	<ul style="list-style-type: none"> Product Design The Product Design Process Factors Impacting Product Design Process Selection Designing Processes Process Performance Metrics Linking Product Design and Process Selection Technology Decisions Designing Services 	CH 3	A2	Quiz 2	-
Capacity and Location Decisions	<ul style="list-style-type: none"> Capacity Planning Making Capacity Planning Decisions Location Analysis Making Location Decisions 	CH 9	A3		
Quality Management	<ul style="list-style-type: none"> Defining Quality Cost of Quality Total Quality Management (TQM) Evolution TQM Philosophy Quality Awards and Standards Why TQM Efforts Fail 	CH 5	-	Quiz 3	Final Exam
Supply Chain Management (SCM)	<ul style="list-style-type: none"> What is a Supply Chain? Components of a Supply Chain for a Manufacturer The Bullwhip Effect Supply Chains for Service Organizations Major Issues Affecting Supply Chain Management The Role of Purchasing Sourcing Issues Supply Chain Disruption Implementing Supply Chain Management Supply Chain Performance Metrics Trends in Supply Chain Management 	CH 4	A4		

Topic	Key Topics	Reading	Assignment	Quiz	Exam
Inventory Management	<ul style="list-style-type: none"> Types of Inventory How companies use their inventory Objectives of Inventory Management Relevant Inventory Costs ABC Inventory Classification Inventory Record Accuracy Inventory in Service Organizations Determining Order Quantities Why Companies Don't Always Use the Optimal Order Quantity? Justifying Smaller Order Quantities 	CH 12	A5	Quiz 4	Final Exam
Project Management	<ul style="list-style-type: none"> Project Life Cycle Network Planning Techniques Reducing Project Completion Time 	CH 16	A6		

GRADING AND COURSE REQUIREMENTS

- All dates (EXCEPT for the final) may change due to class circumstances and holidays. Always check online for the latest version of the syllabus and course calendar.

Weight	Category	Description
40%	Quizzes	We will have a total of four quizzes.
20%	Assignments	We will have a total of six assignments.
40%	Final Exam	Date/Time: Thu. 29/12/2022 from 2 PM to 4 PM
100%		

Grade Distribution

Grade	Range
A	≥ 95
A-	≥ 90 and < 95
B+	≥ 87 and < 90
B	≥ 83 and < 87
B-	≥ 80 and < 83
C+	≥ 77 and < 80
C	≥ 73 and < 77
C-	≥ 70 and < 73
D+	≥ 65 and < 70
D	≥ 60 and < 65
F	< 60

Important Dates

Date	Event
Thu. 22/12/2022	Last Day of Classes
Thu. 29/12/2022	Final Exam

CLASS PARTICIPATION

The quality of our classroom discussions in large part depends on you and your preparation for class. Successful preparation for the class includes, but is not limited to, (1) reading relevant book sections or other assigned readings prior to class, (2) thinking about how the discussed topic relates to other business functions, and (3) thinking about ethical issues that are relevant to the discussed topic (if any). Keep in mind that quality of your questions and comments is more important than quantity.

QUIZZES

We will have a total of four quizzes in this course. Each quiz will cover the content of two chapters from the book. Exam questions will include both conceptual and analytical questions. The assignment questions are a good reflection of what the analytical exam questions may look like. The conceptual questions will test your understanding of various topics covered in each of the chapters and may include a combination of multiple choice and/or essay type questions. The quizzes are worth a total of 40% of your final grade (each quiz is worth 10%). The quizzes dates will be announced later.

ASSIGNMENTS

Six assignments will be given during the semester. Each assignment is worth 3.33% (total of 20% of your final grade). Assignment questions are a good reflection of what the **analytical** exam questions may look like. These are individual assignments, thus while it is fine to discuss the assignment questions with your instructor, TA, and other students, you must solve the assignment yourself.

FINAL EXAM

There is a unified final exam (worth 40% of final grade) in this course. The final exam will cover the contents of chapters 4, 5, 12, and 16 from the book. The exam rules are as follows:

Identification: You must bring and display a valid Kuwait University student ID to the examination.

Late Arrival: If you arrive late for an examination, you will be given the remaining amount of time to complete your examination. However, after the first student hands in her/his examination, late students cannot start the examination. These late students will receive a FA grade in the course.

Questions during the examination: You are not allowed to ask questions about the exam content during the examination, unless you feel that there is a typographical error. Reading and understanding what the question is asking is part of the exam. If you need to make any assumptions, then make sure to clearly write those assumptions in your response.

Other: Working on your examination after time has expired is not allowed – this includes filling in answers on the answer sheet.

Note for the final exam: please bubble in your answers on the Scantron as you work through the exam, and not at the end.

COVID-19 note: these rules might change if it is determined that we cannot conduct the exam on campus.

ATTENDANCE

Attendance in this class is required. While there is no specific grade given for attendance, absences and late attendance will negatively affect your in-class experience. It is your responsibility to seek out help from classmates to fill you in on missed materials. For online sessions, you are expected to attend the live meetings that we will have on MS Teams. Failing to do so will lead to counting you as absent for a given class session.

In addition to my classroom policies, you are also expected to abide by the policies of the University. Every student in this course must abide by the Kuwait University Policy on Attendance (published in the student bylaws). A copy of the student bylaws can be accessed online on:

http://vpaa.ku.edu.kw/ar/documents/KU%20ByLaws/Students/Curriculum_Regulations.pdf

ACADEMIC INTEGRITY

The University's code of academic integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. All acts of academic dishonesty will be dealt with in accordance with the provisions of this

code. Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the student bylaws). A copy of the student bylaws can be accessed online on:

http://vpaa.ku.edu.kw/ar/documents/KU%20ByLaws/Students/Curriculum_Regulations.pdf

In particular,

- You should neither give nor receive assistance from anyone in taking the quizzes, assignments, and final exam.
- You should immediately report to me any act of academic dishonesty that you may observe. Your anonymity will be protected.

Cheating includes (but not limited to):

- Using unauthorized notes during the examination.
- Using unauthorized devices during the examination
- Communicating with anyone besides instructor or exam proctor.
- Looking at another student's work during the examination.
- Copying another student's work.
- Having someone else take the exam on your behalf.

OTHER COURSE POLICIES

Your fellow-students and I need 100% of your attention and mindshare while the class is in session. Toward this end:

- For each class, please arrive sufficiently ahead of the official start time in order to collect any handouts or prior quizzes that have been graded and get yourself ready with your notes and papers.
- Please do not walk around, or out of, the classroom, while class is in session.
- All electronic gadgets must be turned off (not turned to vibrate, but actually turned off!) while class is in session. For the purpose of this bullet, if your gadget has an on/off switch, it is an electronic gadget.

Note: Please DON'T send anyone (a family member or any other person) to talk to me about raising your grade. Any student who violates this rule will not receive class bonuses (if any).

Special Needs: If you have a disability and/or special needs, you should bring this to my attention as soon as possible, but not later than the second week of class.

COMMON EXCUSES THAT ARE NOT ACCEPTABLE

“My scores do not reflect the enormous effort I am putting into this course.”

“I really understand the material, but my scores don’t reflect it.”

“I spent hours studying for this test, but I just blanked out during the test.”

“I am not good at math problems.”

“I am not good.”

ADDITIONAL NOTES

- We may have oral exams in addition to the on-campus/online exams (if needed).
- You may post any questions you have on Piazza.

CBA COMPETENCY GOALS

1. Analytical Competency: A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

Student Learning Objectives:

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

2. Communication Competency: A CBA graduate will be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

3. Information Technology Competency: A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

Student Learning Objectives:

- 3.1. Use data-processing tools to analyze or solve business problems.

4. Ethical Competency: A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 4.1. Identify the ethical dimensions of a business decision.
- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

5. General Business Knowledge: A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

Student Learning Objectives:

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).