
ISOM 480: Operations Management Fall Quarter 2008

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I am generally always available by email. Please use my office phone when possible, but you may also call my cell phone if you can't get me any other way or need to reach me quickly.

Class Hours: **TH 6:00PM – 9:00PM**
25 E. Pearson – Room 207

Office Hours: TU and TH 1:00PM – 2:30PM
WE 1:00PM – 2:00PM

Course Overview: Operations management can be defined as “the organizing and controlling of the fundamental business activity of providing goods and services to customers.” Our course will be organized around the central theme of controlling activities in such a way to best match supply and demand for a firm’s goods and services.

Course Materials: Textbook
Cachon and Terwiesch, *Matching Supply with Demand: An Introduction to Operations Management*, McGraw-Hill Irwin, 2009, 2nd edition. I understand that many of you are concerned over textbook costs, so you may purchase a used copy of the 1st edition. Practice problems should be available in both.

The Goal

Goldratt, Eliyahu, *The Goal*, North River Press, any edition. If you look on Amazon, there are many paperback copies available for under \$10 including shipping.

Course Pack

The course pack must be purchased through the XanEdu publishing service (<http://www.xanedu.com/>). You will have to register to access the coursepack. The coursepack is listed under ISOM480. Upon purchasing the coursepack you will be given digital access to the content and may print up to three copies of the coursepack.

Web Page: The course will utilize the Blackboard Web Page system, which can be accessed at <http://blackboard.luc.edu>

Email will be the primary means of my contacting you outside of class. Please make sure that Blackboard contains your current email address and that you check your email periodically.

Blackboard will also be used as a repository for materials used in class and for posting homework assignments. Please be sure to check the Blackboard web site regularly.

Course Method: This class will be a mix of lectures and case discussions. Case studies/textbook readings will be heavily emphasized and active discussion is expected.

You are expected to come to class fully prepared and willing to participate in class discussions. Prepared means that you have read the assignments, familiarized yourself with the presented theory from the previous class, given thought to the problems presented in the readings, considered how these problems could be addressed using applications of the theory presented in this class, and completed any assigned write-ups or problems. Your willingness and ability to contribute to class discussion and ask meaningful questions will be included in your class participation grade.

Cases

Case write-ups in this course generally include the opportunity, and expectation, for quantitative analysis and a problem solving methodology. Your case write-ups should be carefully thought out and your recommendations/conclusions should be supported by analysis. Additionally, you will be graded on the clarity of your writing and overall presentation. Cases may be completed in groups of 4-5 students. Four cases are assigned but your case grade will be based on your top three scores.

Practice Problems

In addition to case write-ups, I will occasionally assign quantitative practice problems. The problems will not be graded, but you are **strongly encouraged** to work on these problems as they will help you prepare for cases and the exams. You can work on these practice problems in groups, I will post solutions and go over some solutions in class. You will do much better in this class if you complete the practice problems! Failure to complete practice problems is a good method for ensuring poor course performance.

There will be two in class exams given during the quarter: one on September 25 and one on October 30.

Grading Policy:	Case Study Writeups (Top three grades)	30%
	Exam I	30%
	Exam II	30%
	Class Participation	10%

Academic

Dishonesty:

Cases of academic dishonesty are taken very seriously and may result in a failing grade as well as being reported to the college. For a discussion of what constitutes academic dishonesty at Loyola University please see the student handbook. Be especially aware that plagiarism and the use of past case write-ups constitute academic dishonesty.

Special Needs Policy:

If you have any special needs related to your participation in this course, including identified visual impairment, hearing impairment, physical impairment, communication disorder, and/or specific learning disability that

may influence your performance in this course, you should meet with the instructor to arrange for reasonable provisions to ensure an equitable opportunity to meet all the requirements of this course.

Computer Usage: The use of computer programs, specifically Microsoft Excel and internet access, will be required for this course. You are encouraged to make sure that you have access to these, either through the university or your own PC, and to familiarize yourself with the basics of Excel as soon as possible.

Cell Phones: Out of respect for your fellow classmates, I ask that you please turn off (or put on vibrate) all cell phones and pagers while you are in class.

Tentative Course Schedule:

Class	Date	Topic	Textbook Reading	Case Study Due
1	28-Aug	OM Intro Process Analysis	Ch. 1-3	
2	4-Sep	Batch Sizes	Chapters 4, 6 (1st Ed. Ch. 4,5)	National Cranberry
3	11-Sep	Variability and Waiting Times	Chapter 7 (1st Ed. Ch. 6)	
4	18-Sep	Variability and Throughput Losses	Chapter 8 (1st Ed. Ch. 7)	Manzana
5	25-Sep	First <i>Goal</i> Discussion (Ch. 1-20) EXAM 1		
6	2-Oct	Newsvendor Model	Chapter 11 (1st Ed. Ch. 9)	
7	9-Oct	Order Up-to Model Risk Pooling	Chapters 13, 14 (1st Ed. Ch. 11,12)	LL Bean
8	16-Oct	Quality Management Toyota Production System	Chapter 10 (1st Ed. Ch. 8)	
9	23-Oct	Supply Chain Coordination	Chapter 16 (1st Ed. Ch. 14)	Toyota Motor Manufacturing
10	30-Oct	Second <i>Goal</i> Discussion (Ch. 21-40) EXAM 2		

Other Interesting Reading on OM Topics:

It's Not Luck, Eliyahu Goldratt, 1994.

The Machine that Changed the World, James Womack, et al., 1991.

Clockspeed, Charles H. Fine, 1998.

The World is Flat, Thomas Friedman, 2005.