



MASTER IN BUSINESS ADMINISTRATION

C O U R S E S Y L L A B U S

OPERATIONS MANAGEMENT

1ST SEMESTER

Session	Case/Lecture	Reading(s)
1	Lecture: QDP Framework	1. The New Operations Analytical Framework; 2. Process Fundamentals
2	Crown Tile Company	
3	Kristen Cookie Company	Capacity Analysis; Sample problems
4	Delamere Vineyard	
5	Levis Personal Pair Jeans	Competing on Eight Dimensions of Quality
6	Ramcar Inc. (A)	Quality Costs
7	Montezuma Confectionary Company	
8	McDonald's Corporation	Challenging the Global Leader: Lessons Learned from Wendy's & Jollibee
9	Burger King Corporation	The Core Difference: The Production Process at McDonald's and Burger King
10	Productivity Improvement at J & J Philippines	How to Kill Creativity
11	Just in Time for the Holidays	
12	Plant Visit	How to Read a Plant – Fast, HBS RO205H
13	Valenzuela Tannery A & B	Process Improvement Template, HBS 9-601-186
14	BOAT GAME	
15	Stone Haven Inc.	Note on Process Analysis
16	Managing Services	
17	State Automobile License Renewals	Is this Process Performing Well? HMU # U0010C
18	University Health Service: Walk in Clinic	The Psychology of Waiting Lines
19	Housekeeping System Cycle Time Reduction at the Ritz-Carlton Hotel Company	1. The House of Quality 2. Creative Benchmarking 3. Fast-Cycle Benchmarking
20	Big Jym's Gym	
21	Benihana of Tokyo	Competitiveness Through Service Quality
22	The Blue Bird Group	Matching Supply & Demand in Service Industries
23	Shouldice Hospital Limited	Where Does the Customer Fit in a Services Operation?
24	Au Bon Pain	

Session	Case/Lecture	Reading(s)
25	The Red Crab Group (B) Defining Quality Dining Services	The Red Crab Group (A) Developing Multi-Brand Restaurant Concepts
26	Narayana Hrudayalaya Heart Hospital, HBS 9-505-078	
27	The Quality Improvement Customers Didn't Want	
28	1. Living on Internet Time: Product Development at NetScape, Yahoo!, NetDynamics & Microsoft, HBS 697-052 2. Developing Products on Internet Time	Developing Products on Internet Time HBS 97505
29 - 30	Lecture by RT Domingo: TQM & Kaizen	
	FINAL EXAM – Tampopo	

OM
2nd SEMESTER

Session	Case/Lecture	Reading(s)
31	Lecture/Discussion: Management of Technology Framework	
32	PT Inti Indorayon, UTAMA (A)	
33	PT Inti Indorayon, UTAMA (B2) and (C)	
34	Free Internet Initiative at La Grange, Georgia	
35	Zara: IT for Fashion	
36	They Bought In. Now They Want Bail Out & The Quality Improvement Customers Didn't Want	Note on Innovation Diffusion: Roger's Five Factors
37	They Bought In (B)	Should Quality Care Install the New System
38	Webvan Groceries on the Internet	
39	1. Canada Post Corporation 2. Jefferies Group, Inc.	
40	1. Hughes Aircraft Company 2. Virtual Corporation	
41	Feed R & D or Farm it Out?	
42	Li & Fung	Making the Move to Low-Cost Countries
43	Sport Obermeyer	Making Supply Meet Demand in an Uncertain World
44	Apparel Exports and the Indian Economy	
45	Buyer Supplier Relationships	
46	Ford Motor Co. Supply Chain Strategy	Innovation vs Complexity
47	Barilla A & B	Aligning Incentives in Supply Chains

Session	Case/Lecture	Reading(s)
48	Barilla C	
49	Barilla D	
50	Marshall Industries	The Triple A Supply Chain
51	Leadership on Line: Barnes & Noble Vs Amazon.com (A)	
52	Dell Online	
53	Dore-Dore	
54	Delta Dental	
55	Southwest Airlines	
56	Mega South Petron	
57	Betis Craft C	
58	Almont Inland Resort B	
59	ME Project Presentations	
60	ME Project Presentations	