



جامعة دبي
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION

Pre-MBA Course Syllabus

Semester:

Course code & No.: PMBA 535
 Course Title: Principles of Production & Services Operations Management
 Prerequisites: None
 Faculty Member:
 Contact Details: Email:; Phone:
 Class Hours: Time: Days: Room:
 Office Hours: Time: Days: Room:

Brief Course Description: (As in UD Catalog)

The course provides non-business PMBA students an understanding of the variety and importance of the management decisions faced in the production and operations area in different manufacturing and service organizations. It also equips them with the tools and techniques necessary to approach and solve production and operations management problems effectively.

Course Objectives (CO): Upon completion of this course, students should be able to:

1. Employ different strategies to increase productivity and competitiveness
2. Make process, location and capacity decisions
3. Make inventory management decisions

Course Learning Outcomes (CLO):

Upon completion of this course, students should be able to demonstrate the following outcomes:

1. **Apply** the concepts and philosophy of operations management in manufacturing and service organizations.
2. **Develop** and implement operational strategies and policies for an effective and efficient management of operations.
3. **Plan**, organize and control operations management activities for effective and efficient production and delivery of products and/or services.
4. **Apply** various operations planning and controlling tools to actual situations in manufacturing &/or service operations.
5. **Apply** quality management tools to improve quality performance of manufacturing and service operations

This course assesses the following BBA Skill Areas:

9. Creation of value through the integrated production & distribution of goods, services, and information

Blooms Taxonomy: (The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	1.Knowledge (K)	2.Comprehension (C)	3.Application (AP)	4. Analysis (AN)
CLO #	2	-	1,5	4

CLO Mapping: This table maps CLO's to: CO

CLO	Linked to CO
1	1
2	1
3	2
4	2,3
5	1,2,3

CLO Assessment Scheme

CLO	Class Work (marks)		Final Exam (marks) 30%
	Cases & Problem Solving 35%	Group Project 35%	
1	10		6
2	10		6
3	15		6
4		15	6
5		20	6
Total	35	35	30

Each PMBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. The minimum required cumulative grade point average for PMBA is 3.00 out of 4.00. Each course grade is distributed as under:

% Marks	Grade	Quality Points
> 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
75-79	C+	2.5
Below 75	F (Fail)	0

Case Assignment

The instructor will assign a set of 5 cases from different sources with adaptation to the local environment of UAE. These cases will be used as part of group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (Individual assignment)	5 hours
Case # 2 (Individual assignment)	5 hours
Case # 3 (Individual assignment)	5 hours
Case # 4 (Group assignment)	10 hours
Case # 5 (Group assignment)	10 hours
Problem Solving	25 hours
Preparation for Presentation	7 hours
Readings (textbook, journal articles and supplemental readings)	40 hours

Teaching Methods:

Teaching methods used in this course are Interactive learning, lectures, Case studies, Power Point slides, & Solving Analytical Problems

Use of Modern Instructional Technology: Moodle Learning System.

Principles of Production & Operations Management Weekly/Daily Teaching Plan						
Day /Week	Lecture	Ch.	Chapter Objectives	Relation to CLO	Assignment /Readings	Assessment
1	Introduction to Operations Management Competitiveness and	12	Understand different strategies to increase competitiveness	1,2	Chapter 1,2	Quiz Exam

	Strategy					
2	Total Quality Management	10	Quality Philosophies Tools for Quality Control 6 Sigma DMAIC Approach	4,5	Case Study Chapter 10	Quiz Exam
3	Product and Service Design Capacity Planning	4,5	Design product and service Evaluate capacity requirements	1,2,4	Chapter 4&5	Quiz Exam
4	Process Selection and Analysis	6	Understand the application of different processes and layouts	1	Chapter 6	Quiz Exam
5	Design of Work Systems Learning Curves	7	Design of production systems. Also understand the impact of learning curves on work design	1	Chapter 7, 7s	Quiz Exam
6	Location Planning and Analysis	8	Apply center of gravity method and cost volume analysis to make location decisions	4	Chapter 8	Quiz Exam
7	Inventory Management	12	Using cost information to manage inventory	1	Chapter 12	Quiz Exam
8	Sales and Operations Planning	13	Make plans to satisfy aggregate demand for products and services	1,4	Chapter 13	Quiz Exam
9	MRP and ERP	14	Understanding of software applications of MRP and ERP	1	Chapter 14	Quiz Exam
10	JIT and Lean Operations	15	Understanding of different tools for Lean Implementation	1	Case Study Chapter 15	Quiz Exam
11	Final Exams					

Educational Resources

Educational Resource	Description
Textbooks Required	Operations Management , Ninth edition, 2006 By Stevenson, William McGraw-Hill International Edition, ISBN: 0072971223
References:	Operations Management: Integrating Manufacturing and Service , 5th edition By Mark M. Davis, and Janelle Heineke McGraw Hill International Editions, ISBN 0-07-294824-8 Principles of Operations Management , 7th Edition, by Jay Heizer and Barry Render. Pearson Prentice Hall, 2008, ISBN: 9780132449755. Operations Management , 8th Edition, By Heizer, J. & Render, B., 2006, Pearson Prentice Hall, Upper Saddle River, NY.