

Instructor: Rayan Bagchi

Office: CBA 3.434A; Office Hours: MW 3:30-4:30 PM and by appointment

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Course Web Page: via Blackboard

COURSE DESCRIPTION

Operations Management (OM) involves the systematic planning, design, operation, control, and improvement of businesses processes. Managing operations is vital to every organization, for it is only through the effective and efficient performance of work to be done that an organization can be successful in the long run. This is certainly true today when we see that significant competitive advantages accrue to those firms that manage their operations well (as exemplified by Southwest, Exxon, Wal-Mart, and Toyota etc.).

The course is conceptually structured in three interweaving modules. In one, we introduce the basic vocabulary of OM. We carefully consider process analysis, process design, and process control in the context of both manufacturing and service operations. In another, we look at several critical OM issues: project management, supply chain management, and management of waiting lines. Finally, in another, we seek ways to improve the overall competitiveness of a firm by exploring some strategic aspects of OM like lean operations, focused operations, and time based competition.

COURSE PREREQUISITES

Credit or registration for BA 324 or 324H and credit or registration for STA 309 or 309H.

COURSE LEARNING OBJECTIVES

At the end of this course, you should have gained an improved understanding of:

- how every organization uses processes to transform inputs into goods and services
- the importance of careful design, operation, and improvement of business processes

and acquired the skills to

- analyze any manufacturing or service process to uncover improvement opportunities

TEACHING/LEARNING METHODOLOGY

This course is a mixture of lectures, case discussions and problem solving. In class, have a calculator ready to help with arithmetic. **The readings for the class consist of a readings packet (which has all the cases and assigned articles), denoted by RP in the detailed course outline starting on page 5, and three required books (described below), all available from the University Coop:**

Matching Supply with Demand (Third Edition, ISBN: 978-0-07-352520-4, McGraw-Hill, 2013) by Cachon and Terwiesch. (This is as close to a textbook as we have in this course. We shall use this book largely as a reference. Please read the assigned sections of this text, denoted by C&T in the detailed course outline starting on page 5, somewhat lightly at first. Go back for a re-read as you deem useful after we discuss the topic in class. *This book is a keeper – hold on to it.*)

The Goal (25th Edition, ISBN: 9780884271956, The North River Press) by E. Goldratt and J. Cox. (This is a novel that captures many of the critical concepts and issues in operations. The book is funny yet deep, requiring careful reading. **Please read it before Sep. 18.**)

Critical Chain (1st Edition, ISBN: 9780884271536, The North River Press) by E. Goldratt. (This is project management according to Goldratt of *The Goal*. It is a quick read. **Please read it by Oct. 13.**)

A **packet of overheads** is available from the UT Copy Center (GSB 3.136). You **must** bring the **appropriate overheads to class starting with Session 2**. This packet also has the homework.

CLASS PREPARATION In preparing for each class session, you **must** complete the mandatory readings before class. Suggested questions to help you prepare for case discussions are provided in the syllabus. And you **must** bring the case/exercise listed for that session (see page 11 for a quick overview) to class for ready consultation. Doing these two things constitutes your credentials as a class participant. Neglect one and you are but a mere spectator in class. And learning Operations is not a spectator sport.

Please let me know if there is anything I can do to make this class better for you.

PERFORMANCE EVALUATION

The final grade in this class will be based on your demonstrated performance as follows:

Exam 1 (Wednesday, October 9, 7:00-9:30 PM, UTC 3.110)	20%
Exam 2 (Wednesday, November 13, 7:00-9:30 PM, UTC 3.110)	20%
Final Exam (Thursday, December 12, 9:00-12:00 noon – to be confirmed)	25%
Individual Homework (available on Blackboard)	10%
Group Homework (available on Blackboard)	15%
Class Contribution	10%
Total	100%

Exams All three exams are closed-book, closed-notes, closed-laptop, etc. However, you may bring a self-prepared 3"x5" two-sided notes card to the exams. You may put anything you like on your notes card, but at least include whatever you may consider to be formulas.

Homework: Individual and Group (Available on Blackboard) The purpose of homework assignment is to reinforce learning and provide feedback. Do not defeat this purpose by consulting homework solutions that are the work of others. Please turn in your homework, properly stapled if two or more pages, at the beginning of class. Homework solutions will be posted on Blackboard. Please study them carefully. Late submission of homework is not acceptable.

For individual homework assignments, you are encouraged to work with other students in the class. But, the solution that you turn in must be your own work. Please, no Xerox copy of another student's solution. Each individual homework assignment will be graded on a scale of 0-2. A solution showing evidence of effort at completeness will earn full points. Of the eight individual homework assignment grades, only the top five will count toward your course grade.

For group homework assignments, only one submission per group is required. Please form your own group (4-5 members) immediately. Each group homework assignment will be graded on a scale of 0-2.5. Credit on group homework is proportional to the quality of effort at completeness. The work that you turn in must be the work of your group. Please do not get help from others. Of the eight group homework assignment grades, only the top six will count toward your course grade.

Class Contribution This is a measure of how actively you are engaged in class, and what you contribute to the learning of others. Class attendance is an essential component of class contribution.

Practice Problems These problems and their solutions, both available on Blackboard, are additional opportunities to test your mastery of the course material. Use them well.

McCombs Classroom Professionalism Policy

- **Students arrive on time.** On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.
- **Students display their name cards.** This permits fellow students and faculty to learn names, enhancing opportunities for community building and evaluation of in-class contributions.
- **Students minimize unscheduled personal breaks.** The learning environment improves when disruptions are limited.
- **Students are prepared for each class.** Unprepared students cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them, as well.
- **Students do not speak unless they are speaking to the entire class.** Do not engage in private conversations, however short or innocuous, while the class is in progress. They are disruptive and discourteous to the speaker. Raise your hand if you have a question or comment.
- **Laptops are closed and put away and phones and wireless devices are turned off.**

Academic Dishonesty

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the *BBA Program's Statement on Scholastic Dishonesty* at <http://www.mcombs.utexas.edu/BBA/Code-of-Ethics.aspx>. *By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification. Policy on Scholastic Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.*

A fundamental principle for any educational institution, academic integrity is highly valued and seriously regarded at The University of Texas at Austin. More specifically, you and other students are expected to maintain absolute integrity and a high standard of individual honor in scholastic work undertaken at the University. This is a very basic expectation that is further reinforced by the University's [Honor Code](#). At a minimum, you should complete any assignments, exams, and other scholastic endeavors with the utmost honesty, which requires you to:

- acknowledge the contributions of other sources to your scholastic efforts;
- complete your assignments independently unless expressly authorized to seek or obtain assistance in preparing them;
- follow instructions for assignments and exams, and observe the standards of your academic discipline; and
- avoid engaging in any form of academic dishonesty on behalf of yourself or another student.

For the official policies on academic integrity and scholastic dishonesty, please refer to [Chapter 11](#) of the *Institutional Rules on Student Services and Activities*.

Honor Code

The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

(Link to University Honor Code: <http://registrar.utexas.edu/catalogs/gi09-10/ch01/index.html>).

Class Web Sites and student Privacy

Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on FERPA related issues see <http://registrar.utexas.edu/students/records/ferpa/>.

Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.

Religious Holidays

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Campus Safety

"Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/> :

.. Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.

.. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.

.. Students requiring assistance in evacuation should inform their instructor in writing during the first week of class.

.. In the event of an evacuation, follow the instruction of faculty or class instructors.

.. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

.. Behavior Concerns Advice Line (BCAL): 512-232-5050

.. Further information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency."

OM 335H: DETAILED COURSE OUTLINE

SESSION 1 (W, Aug. 28) INTRODUCTION TO OPERATIONS MANAGEMENT
Mandatory Readings: Course Syllabus
Optional Readings: 1. Chapter 1 of C&T (pages 1-9)
2. Chapter 2 of C&T (through section 2.3)
Case: IDEO Product Development

SESSION 2 (W, Sep. 4) INTRODUCTORY PROCESS ANALYSIS
Mandatory Readings: 1. Kristen's Cookie Company (A) (in RP)
Optional Readings: 1. Chapter 3 of C&T (through section 3.3)
Case: KRISTEN'S COOKIE COMPANY (A)
Case Preparation Questions:
1. We shall start with the 'Key Questions to Answer before You Launch the Business' in class. You do not need to answer them before coming to class. But give them some thought.

No class on Monday, Sep. 9 (No Office Hours)

No class on Wednesday, Sep. 11 (No Office Hours)

SESSION 3 (M, Sep. 16) INTRODUCTORY PROCESS ANALYSIS (cont...)
Mandatory Readings: 1. Kristen's Cookie Company (A) (in RP)
Optional Readings: 1. Chapter 2 of C&T
2. Chapter 3 of C&T
Case: KRISTEN'S COOKIE COMPANY (A) (contin. ...)
Case Preparation Questions:
1. What happens if you are trying to do this by yourself without a roommate?

SESSION 4 (W, Sep. 18) THE GOAL
Homework Due: IH-1
Mandatory Readings: 1. The Goal
Preparation Questions:
1. What is the marginal value of time at bottlenecks? At non-bottlenecks?
2. Where should Herbie be in the line of hikers?
3. How can one increase bottleneck capacity?
4. What happens if statistical fluctuations are ignored?

SESSION 5 (M, Sep. 23) PROCESS DESIGN ISSUES: LAYOUT & UTILIZATION
Homework Due: IH-2, GH-1
Mandatory Readings: 1. "Texas Automobile License Renewal" (in RP)
Optional Readings: 2. Chapter 3 of C&T
Preparation: We shall work on the License Renewal exercise in class. Please read it carefully and bring it to class.

SESSION 6 (W, Sep. 25)

Homework Due:

Mandatory Readings:

Optional Readings:

Preparation: In class, we shall work on the Fishing fleet and cannery exercise. Please read the exercise carefully and consider the questions. Don't forget to bring the exercise to class.

INVENTORY BUILDUP

IH-3

1. "Capacity" (in RP) – Fishing fleet and cannery exercise

2. Chapter 2 of C&T (section 2.5)

SESSION 7 (M, Sep. 30)

Homework Due:

Mandatory Readings:

Case :

Case Preparation Questions:

1. Compare the operating figures of a typical restaurant with those of Benihana based on the following factors: food and beverage costs, payroll, and rent. Why are costs lower at Benihana?

SERVICE PROCESS ANALYSIS AND DESIGN

IH-4, GH-2

1. Benihana of Tokyo (in RP)

BENIHANA OF TOKYO

SESSION 8 (W, Oct. 2)**Mandatory Readings:**

Case :

Case Preparation Questions:

1. What design choices facilitate dining in less than an hour?
2. It would seem that by the time of Benihana Palace - Rocky's third Manhattan operation, Rocky had discovered that the size of the bar area should be balanced with the size of the dining area. Assuming 120 seats in the dining area, 48 seats in the bar, and a target process time of 60 minutes in the dining area, what target process time is implied for a customer in the bar?
3. What is the Benihana concept?

SERVICE PROCESS ANALYSIS AND DESIGN (contin. ..)**1. Benihana of Tokyo (in RP)**

BENIHANA OF TOKYO (contin. ..)

SESSION 9 (M, Oct. 7)

Homework Due:

Mandatory Readings:

Optional Readings:

Cases:

1. What fraction of the days in 2003-2004 failed to meet the targeted hold time of 110 seconds? Given that the daily average hold time was normally distributed with a mean of 99.67 and a standard deviation of 24.24, what fraction of days where the call center failed to meet the targeted hold time of 110 seconds would you expect?
2. What fraction of the days in April 2005 failed to meet the targeted hold time of 110 seconds? Given that the daily average hold time after process improvements was normally distributed with a mean of 79.50 and a standard deviation of 16.86, what fraction of days where the call center failed to meet the targeted hold time of 110 seconds would you expect?
3. Based on the performance in April 2005, do you think that the performance of the call center has improved?
4. What do you think of Jackson's management approach?

PROCESS CONTROL & CAPABILITY

GH-3

1. Quality Wireless (A) (in RP)**2. Quality Wireless (B) (in RP)**

1. Chapter 10 of C&T (through section 10.5)

QUALITY WIRELESS (A) & (B)

SESSION 10 (W, Oct. 9)

Homework Due:

Mandatory Readings:

Optional Readings:

Cases:

Case Preparation Questions:

1. If we assume that call center performance during the month of September is continuing at the improved level with a mean of 79.50 and a standard deviation of 16.86, what is the probability of observing ten days that average 86.6 or more? What is the probability of observing ten days that average 74.4 or less?

2. What would you do if you were in Jackson's position?

PROCESS CONTROL AND CAPABILITY (contin. ..)**Review FOR EXAM 1**

IH-5

1. Quality Wireless (A) (in RP)**2. Quality Wireless (B) (in RP)**

1. Chapter 10 of C&T

QUALITY WIRELESS (A) & (B) (contin. ...)

*Exam 1**Wednesday, Oct. 9, 7:00-9:30 PM, UTC 3.110***SESSION 11 (M, Oct. 14)**

Homework Due:

Mandatory Readings:

Optional Readings:

PROJECT MANAGEMENT

GH-4

1. Project Management, Chapter 3 (in RP) – pages 68-75**2. Critical Chain**

2. Chapter 5 of C&T (through section 5.5)

SESSION 12 (W, Oct. 16)

Homework Due:

Mandatory Readings:

Optional Readings:

PROJECT MANAGEMENT (contin. ..)

IH-6

1. Project Management, Chapter 3 (in RP) – pages 68-86

2. Chapter 5 of C&T (through section 5.6)

SESSION 13 (M, Oct. 21)

Homework Due:

Mandatory Readings:

Optional Readings:

PROJECT MANAGEMENT (contin. ..)

IH-7

1. Project Management, Chapter 3 (in RP)**2. Critical Chain**

3. Chapter 5 of C&T

SESSION 14 (W, Oct. 23)**Mandatory Readings:**

Case:

Case Preparation Questions:

1. What is the major competitive threat faced by Fruitvale?

2. It is commonly believed at Fruitvale that RUNs are the most profitable jobs? Is this belief justified?

3. What bottlenecks are revealed by the utilization analysis shown in the Table below? You have to understand where the numbers in the Table come from.

MANAGEMENT OF WAITING LINES**1. Manzana Insurance – Fruitvale Branch (in RP)****2. Chapter 8 of C&T (through section 8.4)**

MANZANA INSURANCE – FRUITVALE BRANCH

MANZANA INSURANCE - Utilization Analysis (1991, 120 days, 450 minutes per day)

Service Time Means: (From Exhibit 4)	RUNs	RAPs	RAINs	RERUNs	Average Policy
DC	68.5 mins.	50.0	43.5	28.0	40.97
UT	43.6	38.0	22.6	18.7	28.4 ¹
RT	75.5	64.7	65.5	75.5	70.39
PW	71.0	#N/A	54.0	50.1	54.78
Arrivals (Total): (From Exhibit 7)	350	1798	451	2081	4680

Arrivals Percentage: (From Exhibit 7)

Territory 1	46.3	42.3	43.5	30.6	
Territory 2	28.6	28.5	27.7	40.3	
Territory 3	25.1	29.2	28.8	29.1	
(Total)	100	100	100	100	
Utilizations (%):	RUNs	RAPs	RAINs	RERUNs	Total
DC (4)	11.1 ²	41.6	9.1	27.0	88.8
UT1	13.1	53.5	8.2	22.1	96.9
UT2	08.1	36.1	5.2	29.0	78.4
UT3	07.1	36.9	5.4	21.0	70.4
RT (8)	06.1	26.9	6.8	36.4	76.2
PW (5)	09.2	07.1 ³	9.0	38.6	63.9

¹ [(43.6)(350)+(38.0)(1798)+(22.6)(451)+(18.7)(2081)]/4680 = 28.4;

² [(68.5)(350)]/[(4)(120)(450)] = 0.111; ³ 15% RAPs turned into RUNs

SESSION 15 (M, Oct. 28)

Homework Due:

Mandatory Readings:

Case:

Case Preparation Questions:

1. Consider how TAT (turnaround time) is calculated (page 6 and Exhibit 3). Does this TAT reflect Fruitvale's actual turnaround time? Why or why not?

MANAGEMENT OF WAITING LINES (contin. ..)

GH-5

1. Manzana Insurance – Fruitvale Branch (in RP)
2. Chapter 8 of C&T (through section 8.9)

MANZANA INSURANCE – FRUITVALE BRANCH (contin. ..)

SESSION 16 (W, Oct. 30)

Homework Due:

Mandatory Readings:

Case:

Case Preparation Questions:

1. Make a few recommendations to improve Fruitvale's performance.

MANAGEMENT OF WAITING LINES (contin. ..)

IH-8

1. Manzana Insurance – Fruitvale Branch (in RP)
2. Chapter 8 of C&T

MANZANA INSURANCE – FRUITVALE BRANCH (contin. ..)

SESSION 17 (M, Nov. 4)

Homework Due:

GLOBAL SUPPLY CHAIN: COORDINATION

GH-6

Mandatory Readings:

- 1. Sport Obermeyer, Ltd. (in RP)**
- 2. Chapter 17 of C&T (through section 17.2)**

Case:

SPORT OBERMEYER, LTD.

Case Preparation Questions:

1. How would you characterize the role played by Sport Obermeyer in this global supply chain? The role played by Obersport? What are the critical capabilities of Sport Obermeyer? Of Obersport?
2. Wally Obermeyer has hired you as a consultant to advise him on production planning decisions for the Obermeyer product line. As you know, one of the major challenges Wally faces each year is deciding which items to order in November, and which ones to defer till the Las Vegas show. Understand that an item could be ordered in November and again after the Las Vegas show. However, capacity constraints limit Wally's options. Wally wants your help with the sample problem (page 8) and refers you to Exhibit 10. Consider the Isis and Entice styles (Exhibit 10). Which one of these two styles is more risky for ordering in November, and why?

SESSION 18 (W, Nov. 6)

GLOBAL SUPPLY CHAIN: NEWSVENDOR MODEL

Mandatory Readings:

- 1. Sport Obermeyer, Ltd. (in RP)**
- 2. Chapter 12 of C&T (through section 12.4)**

Optional Readings:

- 1. Chapter 13 of C&T

Case:

SPORT OBERMEYER, LTD. (contin. ...)

Case Preparation Questions:

1. Wally Obermeyer has hired you as a consultant to advise him on production planning decisions for the Obermeyer product line. Wally wants your help with the sample problem (page 8) and refers you to Exhibit 10. How many Electra parkas should you order?
2. A number of factors constrain Obermeyer's ability to produce so as to match supply demand. These include: (1) minimum production lot-size constraints; (2) limited reactive capacity in the sewing plants; (3) raw material lead times; and (4) the time at which retailer demand is made available to Obermeyer. How should Obermeyer address these factors so as to improve its ability to produce what the market wants? Specifically, how can Obermeyer increase its reactive capacity without necessarily hiring more people, working longer hours or buying new equipment?

SESSION 19 (M, Nov. 11)

GLOBAL SUPPLY CHAIN: CONTRACTS

Mandatory Readings:

- 1. Sport Obermeyer, Ltd. (in RP)**
- 2. Chapter 17 of C&T**

Case:

SPORT OBERMEYER, LTD. (contin. ...)

Case Preparation Questions:

1. A number of factors constrain Obermeyer's ability to produce so as to match supply demand. These include: (1) minimum production lot-size constraints; (2) limited reactive capacity in the sewing plants; (3) raw material lead times; and (4) the time at which retailer demand is made available to Obermeyer. How should Obermeyer address these factors so as to improve its ability to produce what the market wants? Specifically, how can Obermeyer increase its reactive capacity without necessarily hiring more people, working longer hours or buying new equipment?

SESSION 20 (W, Nov. 13)

Review for EXAM 2

Exam 2

Wednesday, Nov. 13, 7:00-9:30 PM, UTC 3.110

SESSION 21 (M, Nov. 18)**TOYOTA PRODUCTION SYSTEM**

Homework Due:

GH-7

Mandatory Readings:**1. Toyota Motor Manufacturing, USA, Inc. (in RP)**

Optional Readings:

1. Chapter 11 of C&T (through section 11.4)

Case : TOYOTA MOTOR MANUFACTURING, USA, INC.

Case Preparation Questions:

1. The length of a station is 5.7 meters (Exhibit 6). Given that the cycle time is 57 seconds, what is the speed of the assembly line (in miles per hour)?
2. What is the capacity of the assembly line (cars per day; cars per week; and cars per year) assuming 100% line utilization? How many fewer cars are produced per shift if the run ratio is 95%? 85%?
3. This question is designed to estimate how much time KFS has to assemble a seat. Of the 353 stations, at least 314 (353 minus 39 in Groups 2 and 3 in Exhibit 6) are between the end of the paint line and the first seat installation station. What is the corresponding flow time? After subtracting the time a seat spends: traveling on TMM's overhead seat conveyor line (about 250 meters), traveling in the truck, and waiting on KFS's staging line, you get the time KFS has to assemble a seat. What is the time?
4. "Of all TPS components perhaps the one receiving most notoriety has been workers' "ability" to stop the line." What is the cost of stopping the line for one cycle? For five minutes? For half-an-hour?

SESSION 22 (W, Nov. 20)**TOYOTA PRODUCTION SYSTEM (contin. ..)****Mandatory Readings:****1. Toyota Motor Manufacturing, USA, Inc. (in RP)****2. Chapter 11 of C&T**

Case: TOYOTA MOTOR MANUFACTURING, USA, INC. (contin. ..)

Case Preparation Questions:

1. What can Doug do to address the seat quality problem?

No class on Monday, Nov. 25 (No Office Hours)

No class on Wednesday, Nov. 27 (No Office Hours)

SESSION 23 (M, Dec. 2)**OPERATIONAL EXCELLENCE****Mandatory Readings:****1. Southwest Airlines in Baltimore (in RP)****2. Chapter 6 of C&T (section 6.4)**

Case:

SOUTHWEST AIRLINES IN BALTIMORE

Case Preparation Questions:

1. How does Southwest Airlines (SWA) compete? What are its advantages and disadvantages?
2. The plane turnaround process requires coordination among twelve functional groups at SWA. Investigate the utilization of these functional groups.
3. Why is the operational performance at Baltimore eroding?

SESSION 24 (W, Dec. 4)**INNOVATION FACTORY**

Homework Due:

GH-8

Mandatory Readings:**1. IDEO Product Development (in RP)**

Case:

IDEO Product Development

Case Preparation Questions:

1. How would you characterize IDEO's 'process'?

OM 335H OPERATIONS MANAGEMENT: HONORS						Fall 2013	Bagchi	Course Outline
Session	Day	Date	Topic	Case/Exercise	Assignment Due			
1	W	8/28	Introduction to Operations Management	IDEO				
2	W	9/4	Introductory Process Analysis	Kristen's Cookie				
	M	9/9	<i>NO CLASS (No Office Hours)</i>					
	W	9/11	<i>NO CLASS (No Office Hours)</i>					
3	M	9/16	Introductory Process Analysis	Kristen's Cookie				
4	W	9/18	<i>The Goal</i>			IH-1		
5	M	9/23	Process Design Issues	License Renewal		IH-2, GH-1		
6	W	9/25	Inventory Buildup	Fishing Fleet		IH-3		
7	M	9/30	Service Process Analysis and Design	Benihana		IH-4, GH-2		
8	W	10/2	Service Process Analysis and Design	Benihana				
9	M	10/7	Process Control & Capability	Quality Wireless (A) & (B)		GH-3		
10	W	10/9	Process Control & Capability Review for EXAM 1	Quality Wireless (A) & (B)		IH-5		
EXAM 1								
<u>Wednesday, October 9, 7:00-9:30 p.m., UTC 3.110</u> (EXAM 1 covers material from Sessions 1-8)								
Office Hours: 12:30-1:30 p.m., 3:30-5:30 p.m.								
11	M	10/14	Project management			GH-4		
12	W	10/16	Project Management			IH-6		
13	M	10/21	Project Management			IH-7		
14	W	10/23	Management of Waiting Lines	Manzana				
15	M	10/28	Management of Waiting Lines	Manzana		GH-5		
16	W	10/30	Management of Waiting Lines	Manzana		IH-8		
17	M	11/4	Global Supply Chain	Sport Obermeyer		GH-6		
18	W	11/6	Global Supply Chain	Sport Obermeyer				
19	M	11/11	Global Supply Chain	Sport Obermeyer				
20	W	11/13	Review for EXAM 2					
EXAM 2								
<u>Wednesday, November 13, 7:00-9:30 p.m., UTC 3.110</u> (EXAM 2 covers material from Sessions 9-18)								
Office Hours: 12:30-1:30 p.m., 3:30-5:30 p.m.								
21	M	11/18	Toyota Production System	Toyota		GH-7		
22	W	11/20	Toyota Production System	Toyota				
	M	11/25	<i>NO CLASS (No Office Hours)</i>					
	W	11/27	<i>NO CLASS (No Office Hours)</i>					
23	M	12/2	Operational Excellence	Southwest		GH-8		
24	W	12/4	Innovation Factory	IDEO				
FINAL EXAM (Thursday, December 12, 9:00-12:00 noon - To be confirmed when the final exam schedule comes out.)								

****PLEASE Note: Evening Exams on Oct. 9 & Nov. 13; NO CLASS or office hours on Sep. 9, Sep. 11, Nov. 25, & Nov. 27).****