

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	OPERATIONS MANAGEMENT	Instructor	HSU-SHIH SHIH
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	<p>SDG9 Industry, Innovation, and Infrastructure</p> <p>SDG12 Responsible consumption and production</p>		
Departmental Aim of Education			
<p>I. Develop a business and management perspective for students.</p> <p>II. Train the professionals in the integrated fields of business and management.</p> <p>III. Cultivate the talents with both theory and practices in business and management.</p>			
Subject Departmental core competences			
<p>A. Provide the basic knowledge of both theory and practices.(ratio:40.00)</p> <p>B. Enhance the practical training for the current trends.(ratio:40.00)</p> <p>D. Obtain the ability of analyzing industrial and business problems.(ratio:20.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:40.00)</p> <p>2. Information literacy. (ratio:30.00)</p> <p>3. A vision for the future. (ratio:30.00)</p>			
Course Introduction	<p>The course provides a general view of the designing and operating manufacturing and service systems with analytic methods and their application. From the viewpoint of business management, it will introduce the major areas of operations management, and focuses on process analysis, model analysis, and their applications so that the students can obtain the whole picture of operations management.</p>		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	The course provides a general view of the designing and operating manufacturing and service systems with analytic methods and their application.	Psychomotor

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	123	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course overview	Thursday morning
2	110/03/01 ~ 110/03/07	Introduction to operations management	
3	110/03/08 ~ 110/03/14	Competitiveness, strategy, and productivity I	
4	110/03/15 ~ 110/03/21	Competitiveness, strategy, and productivity II	
5	110/03/22 ~ 110/03/28	Forecasting I	
6	110/03/29 ~ 110/04/04	Teaching observation	no class
7	110/04/05 ~ 110/04/11	Forecasting II	
8	110/04/12 ~ 110/04/18	Product and service design I	
9	110/04/19 ~ 110/04/25	Product and service design II	

10	110/04/26 ~ 110/05/02	Midterm examination	take home examination
11	110/05/03 ~ 110/05/09	Strategic capacity planning I	
12	110/05/10 ~ 110/05/16	Plant tour	May 10 (Monday), 12:20-19:30 PM, plant tour to Hocheng Corp., Tauyuan for two classes. No class this week.
13	110/05/17 ~ 110/05/23	Strategic capacity planning II	
14	110/05/24 ~ 110/05/30	Process selection and facility layout I	
15	110/05/31 ~ 110/06/06	Process selection and facility layout II	
16	110/06/07 ~ 110/06/13	Final report (1)	
17	110/06/14 ~ 110/06/20	Final report (2)	
18	110/06/21 ~ 110/06/27	Final report (3)	
Requirement	<p>1. This course concentrates on qualitative and quantitative analysis for service systems and improves their effectiveness and efficiency.</p> <p>2. Class participation and experience sharing are important for the class.</p> <p>3. The topic of the final report will depend on personal preference. It could be from theses, journal papers, or professor's assignments, which are published in the last five years, and please be creative and critical thinking!</p> <p>4. The contents of the personal final reports include presentation files and report files with hard copies and Turnitin report.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	W.J. Stevenson (2018), Operations Management. McGraw-Hill, New York, 13th ed.		
References	<p>1. Bordoloi, J.A. Fitzsimmons, M.J. Fitzsimmons (2019), Service Management. McGraw-Hill, NY, 9th ed.</p> <p>2. C. Lovelock, J. Wirtz (2007), Services Marketing. Pearson, NJ, 6th ed.</p> <p>3. Papers, articles, theses, reports and other web supporting materials.</p>		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Final report 30%) : 30.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		