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BGEN 222.50: Business Models and Operations

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BGEN 222 Business Models and Operations Summer 2023 Online

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Cell Phone: (513)509-0246 (text preferred, for emergency use only please ☺)
Office: GBB 308
Office Hours: Zoom by appointment

Meeting Place: Online
Meeting Time: Self-Paced

This course was created by the late Dr Jerry Evans at the University of Montana. Dr Emily Plant will be administering the course this semester. Please note that all videos and course materials will feature Dr Evans, but Dr Plant is the contact for any and all course questions and concerns.

This course is a 3-credit hour full-semester offering covering all aspects of Business Models and Operations. The course will make extensive use of Pearson MyLab platform which is included with the textbook course fee automatically included with the course. Homework and quizzes have been assigned for each chapter. These will be available at the beginning of class and should be completed each week throughout the semester. Complete the work and earn points. Additionally, there will be a cumulative final during finals week. A review sheet for the final will be posted on Moodle. The total possible points are 400. Your grade will be the points you earned divided by 400. Prereq., or Coreq., STAT 216 or SOCI 202 or PSYX 222 or FORS 201.

The textbook for the class is ***Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield*** published by Pearson Publishing. We will be using PearsonMyLab for this class so every student must use MyLab. You can gain access to the electronic textbook and the Pearson platform through Redshelf all-inclusive access (you have been automatically billed for this during registration) using the Moodle link in your section area. **MyLab Course ID: plant78432**

Evaluation:

| <u>Criterion</u> | <u>Points</u> |
|------------------------------------|---------------|
| Pearson MyLab Homework and Quizzes | 200 |
| Final Exam | 100 |
| Projects | <u>100</u> |
| TOTAL | 400 |

GRADE BASED ON 400 POINTS

Letter grades will be based on the following scale:

| | | | |
|----|---------------|----|------------|
| A | 93% and above | A- | 90% to 92% |
| B+ | 87% to 89% | B | 83% to 86% |
| B- | 80% to 82% | C+ | 77% to 79% |
| C | 73% to 76% | C- | 70% to 72% |
| D+ | 67% to 69% | D | 63% to 66% |
| D- | 60% to 62% | F | Below 60% |

COURSE COMPONENTS

Homework, Quizzes and Videos in PearsonMyLab

Each chapter and module have homework, quizzes and in some cases, videos assigned. They become available the beginning of the semester so you can work on them at your own pace, and they are due at the end of the semester. Work on your own, do the problems, answer the questions, and watch the videos to earn points. These must be done on the Pearson platform, and all work must be completed by midnight Friday July 21st. I strongly advise you to follow the suggested schedule below and to work on your Pearson homework and quizzes each week.

Exam

In addition to the homework and quizzes on the PearsonMyLab platform, there will be a cumulative final exam covering what every business major should know about business models and operations. A review sheet for the exam will be posted on Moodle. The exam will be taken in Moodle during the last week of class, no later than midnight on Friday July 28th. Exams must be completed without any outside assistance of any type.

Supply Chain Projects

Every student must complete an individual supply chain project for this course. Each project will trace the supply chain for a specific product or service identifying where materials and/or labor originate, how they are processed and transported, the production processes and strategies that are used, and how they are distributed to consumers. Projects should provide depth on the materials and processes used and analyze in-depth on at least one material item in the supply chain and one production process. These projects are intended to provide you with an “end-to-end” understanding of a business. Projects in the form of a narrated PowerPoint presentation must be uploaded to the project site in Moodle by midnight Sunday July 23rd. Peer review of the projects will take place the week of July 24th.

COURSE POLICIES

COVID / General Wellness Policy

- At this time, mask use is not required within the classroom or laboratory- we will follow official UM policy on related guidance. If you feel sick and/or are exhibiting any symptoms of illness, please take necessary steps to protect yourself and others. Contact a health care provider or the Curry Health Center at (406) 243-4330. If you need to isolate or quarantine, please contact me to discuss options for completing the classwork. I appreciate if you let me know your status and keep me informed.

Academic Honesty

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, “Students at the University of Montana are expected to practice academic honesty at all times.” (Section V.A., available at <http://www.umt.edu/student-affairs/dean-of-students/default.php>). All students need to be familiar with the Student Conduct Code. It is the student’s responsibility to be familiar the Student Conduct Code. **ALL COURSE WORK IS TO BE DONE INDEPENDENTLY WITH NO ASSISTANCE FROM ANY OTHER STUDENT OR OTHER REFERENCES UNLESS OTHERWISE SPECIFIED! ABSOLUTELY NO CELL PHONES DURING EXAMS.**

You can find all the details on the COB Code of Professional Conduct at <http://www.business.umt.edu/ethics/professional-conduct-code.php>

Late Policies

This is a self-paced online course. There are absolutely no exceptions for due dates and late work will not be accepted in any case. Do not wait until the last minute to complete the work!

E-mail Policy

According to university policy for e-mail correspondence, you must use either your umontana email account and you must send your e-mail to my address shown above. (Do not send email through Moodle.) ***Please include section number or class time in your email so I can more easily access your records.*** Business professionals, professors, and instructors have expressed concerns about student writing skills. It is easy to get out of the habit of using proper language skills and manners when e-mailing or text messaging. Please be cognizant of proper email etiquette when emailing me. Do not use slang or acronyms when sending me an email. It is good practice for when you start working in industry.

Disability Services for Students

Students with disabilities will receive reasonable modifications in this course. The student's responsibilities are to request them from me with sufficient advance notice and to be prepared to provide official verification of disability and its impact from the Office of Disability Equity. Please speak with me after class or during my office hours to discuss the details. For more information, visit the website for the Office of Disability Equity (found online at <https://www.umn.edu/disability/>)

Expected Learning Objectives and Assessment

Students will:

- Identify the activities along the supply chain that add value when **transforming inputs into outputs** both in the form of tangible (manufactured goods) and intangible (service) products.
Assessment Tool: Exams, Supply Chain Simulation, Lab Assignments
- Explain why operations management **drives the profitability of every organization** and is therefore an extremely important educational building block for any business student. However, ***it is important for students to understand that profit gained through unethical behavior is, at best, a short term result which most often leads to disaster in the long run.***
Assessment Tool: Exams, Lab Assignments
- Illustrate what is involved in the **“design and development”** from an operations management perspective **of a product** to include organizing a supply chain.
Assessment Tool: Exams, Lab Assignments
- Explain how **skills and intelligence** drive success in operations management through discussions of real-world experiences, current trends, and “people skills” type training tools.
Assessment Tool: Class Discussion, Lab Assignments
- Utilize **quantitative techniques and management science** that impact operations management decision making (i.e., forecasting, statistical quality control, and project scheduling and tracking tools) to illustrate ***how these tools provide a basis for monitoring personnel and organizational performance*** and ultimately are the basis for problem solving.
Assessment Tool: Exams, Lab Assignments

Mission Statements and Assurance of Learning

The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students' innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

COB Core Values:

- Students first: We educate the whole person
- Experiential learning: We create experiences that matter
- Thought leadership: We create rigorous and relevant knowledge
- Stewardship: We value people, planet and profit

Learning Goals: As part of our assessment process and assurance-of-learning standards, the COB has adopted the following learning goals for our undergraduate students:

Learning Goal 1: COB graduates will possess **integrated business knowledge** for the core disciplines of Accounting, Finance, Management Information Systems, Management and Marketing.

Learning Goal 2: COB graduates will be **effective communicators**.

Learning Goal 3: COB graduates will possess **problem-solving skills**.

Learning Goal 4: COB graduates will have an **ethical awareness**.

Suggested Schedule for Self-Paced Online Course

Week #1: June 26-30

- Course Introduction and Chapter 1 OM Introduction
- Chapter 2 Operations and Supply Chain Strategy
Elements of the Business Strategies
Customer Value, Four Performance Dimensions, Core Competencies
- Chapter 3, Process Choice, Manufacturing and Service Models
Manufacturing Processes, Levels of Customization, Service Processes
- Chapter 4: Business Processes
Process Maps, Productivity, Efficiency, Benchmarking

Week #2: July 3-7

- Chapter 5, Managing Quality
TQM, SPC
- Chapter 7, Supply Chain
- Chapter 8, Logistics
- Chapter 9: Forecasting
Types of Forecasts, Qualitative and Quantitative, Forecast Error

Week #3: July 10-14

- Chapter 11, Managing Inventory
Role and Types of Inventories, Inventory Models, Supply Chain Inventory
- Chapter 13, JIT and Lean
Waste, Lean Inventory, Lean Services
- Chapter 14, Project Management
PERT/CPM, Gantt Charts, Crashing

Week #4: July 17-21

- Work on Supply Chain Project

Week #5: July 24-28

- Final Exam / Project Peer Review

Pearson MyLab Homework and Quizzes due midnight Friday July 21st

Supply Chain Project due by midnight Sunday July 23rd

Cumulative Final Exam due midnight Friday July 28th