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BGEN 222.04: Business Models and Operations

Gerald E. Evans

University of Montana, Missoula, jerry.evans@umontana.edu

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BGEN 222 Business Models and Operations

Professor: Gerald E Evans, Ph.D.
E-mail: jerry.evans@business.umt.edu
Office Phone: (406) 243-6531
Cell Phone: (406) 396-6207
Office: GBB 358
Office Hours: MW 11:00am-12:00pm

Meeting Place GBB L26
Meeting Time: MW 12:30 – 1:50 pm Section 3
MW 2:00 – 3:20 pm Section 4

This course is a 3-credit hour full-semester offering covering all aspects of Operations Management. The course will make extensive use of Pearson MyOMLab access to which is included with the textbook. Access to MyOMLab can be purchased separately through Pearson. Homework and quizzes have been assigned for each chapter. These will be available for specific time windows. 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 MyOMLab for this class so every student must purchase access to MyOMLab. One can purchase MyOMLab with an electronic version of the textbook (around \$100) which is what I recommend. Instructions will be posted on Moodle for how to register and we will devote time during the first class period for registration. For students on financial aid which includes books, this text and MyOMLab is available on Redshelf all-inclusive access using the Moodle link in your section area.

Evaluation:

<u>Criterion</u>	<u>Points</u>
MyOMLab 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%

Homework, Quizzes and Videos in MyOMLab

Each chapter and module has homework, quizzes and in some cases, videos assigned. They become available the beginning of the semester so you can work on them early and they are due about two weeks after a topic has been completed. Work on your own, do the problems, answer the questions, and watch the videos to earn points. These must be done in MyOMLab. Late work is accepted and carries a 10% penalty.

Group Projects

Groups are self-organizing, and you must be in a group and have selected your product by the third week of the semester. Each group must hand in a single page with the group members, their emails, and your product in class the beginning of the third week of the semester. Each group will trace the supply chain for a specific product or service identifying where materials and/or labor come from, 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 go 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. Presentations will be scheduled the last few weeks of class.

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

Policies

COVID

- Mask use is required within the classroom or laboratory.
- If you feel sick and/or are exhibiting COVID-19 symptoms, please don't come to class and contact the Curry Health Center at (406) 243-4330.
- If you are required to isolate or quarantine, you will receive support in the class to ensure continued academic progress. Class sessions will be recorded and posted in Moodle.
- UM recommends students get the COVID-19 vaccine. Please direct your questions or concerns about vaccines to Curry Health Center.
- Where social distancing (maintaining consistent 6 feet between individuals) is not possible, specific seating arrangements will be used to support contact tracing efforts.
- Class attendance and seating will be recorded to support contact tracing efforts.
- Drinking liquids and eating food is discouraged within the classroom.
- Please note this class is being recorded.

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.

- Reference to the COB Code of Professional Conduct at <http://www.business.umt.edu/ethics/professional-conduct-code.php>.

Late Policies

Work in MyOMLab is available during specific time windows. It must be completed during those times. Assignments are due usually about two weeks after a topic is completed. Late work can be completed with a 10% penalty.

Exams

In addition to the quizzes in MyOMLab, 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 your assigned final exam time.

E-mail Policy

According to university policy for e-mail correspondence, you must use either your umontana or your grizmail email account and you must send your e-mail to my e-mail address shown above. (Do not send email through Moodle.) ***Please include Section number in the subject line of your email.** Recently, 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. I will not take off any points for non-professional emails, but I reserve the right to correct or ignore the e-mail.

Disability Services for Students

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.

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 fundamental business knowledge in the core disciplines of Accounting, Finance, Management Information Systems, Management and Marketing.

Learning Goal 2: COB graduates will be able to integrate business knowledge.

Learning Goal 3: COB graduates will be effective communicators.

Learning Goal 4: COB graduates will possess problem-solving skills.

Schedule

Aug. 30, Sept. 1: Course Introduction and Chapter 1 OM Introduction

Sept 6, 8: Labor Day, Organize Teams; Select Project

Sept 13, 15: Chapter 2 Operations and Supply Chain Strategy

Elements of the Business

Strategies

Customer Value, Four Performance Dimensions, Core Competencies

Sept 20, 22: Chapter 3, Process Choice, Manufacturing and Service Models

Manufacturing Processes, Levels of Customization, Service Processes

Sept. 27, 29: Chapter 4: Business Processes

Process Maps, Productivity, Efficiency, Benchmarking

Oct. 4, 6: Chapter 5, Managing Quality

TQM, SPC

Oct. 11, 13: **ASYNCHRONOUS:** Chapter 7, Supply Chain

Oct. 18, 20: Chapter 7, Supply Chain

Strategic Sourcing, Procure-to-Pay Cycle

Chapter 8, Logistics

Oct. 25, 27: Chapter 8, Logistics

Build v Buy, Reverse Logistics

Nov. 1, 3: Chapter 9: Forecasting

Types of Forecasts, Qualitative and Quantitative, Forecast Error

Nov. 8, 10: Chapter 11, Managing Inventory

Role and Types of Inventory, Inventory Models, Supply Chain Inventory

Nov. 15, 17: **ASYNCHRONOUS:** Chapter 11, Inventory; Chapter 13, JIT and Lean

Nov. 22: Chapter 13, JIT and Lean

Waste, Lean Inventory, Lean Services

Nov. 29, Dec. 1: Chapter 14, Project Management

PERT/CPM, Gantt Charts, Crashing

Dec. 6, 8: Project Presentations

Dec. 13-17: Project Presentations

Final Exam: Section 3: 1:10-3:10 Wednesday December 15

Section 4: 1:10-3:10 Tuesday December 14

