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BGEN 222.00: Business Models and Operations

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BGEN 222 Business Models and Operations

Professor: Emily J Plant, Ph.D.
 E-mail: Emily.plant@umontana.edu
 Cell Phone: (513) 509-0246 (emergency use only, please 😊)
 Office: GBB 308
 Office Hours: T/R 12:30-2:00pm or by appointment

Meeting Place GBB 122
 Meeting Time: TR 9:30-10:50 am Section 2 (CRN 73563)
 TR 11:00-12:20 pm Section 1 (CRN 73564)
 TR 2:00-3:20 pm Section 3 (CRN 73565)

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 MyOMLab access to which is included with the textbook: <https://mlm.pearson.com/northamerica/> Homework and quizzes have been assigned for each chapter. These will be available for specific time windows and it is your responsibility to keep up with the due dates. Complete the work and earn points, these amount to 40% of your grade. There will be one exam near the end of the semester. The total possible points are 500- your grade will be the points you earned divided by 500. 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 have access to the Pearson website for graded homework and quizzes. Instructions will be posted on Moodle for how to register and we will devote time during the first week for registration. The course access is included with the UM 'Redshelf' textbook program- do not buy the textbook directly from Pearson!

Evaluation:

<u>Assignment</u>	<u>Points</u>
Pearson Homework and Quizzes	200
Attendance	100
Exam	100
Supply Chain Project	100
TOTAL	500

GRADE BASED ON 500 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 must be done on your own: do the problems, answer the questions, and watch the videos to earn points. These must be done in MyOMLab: <https://mlm.pearson.com/northamerica/>. Late work is accepted up to two weeks after the due date and carries a 10% penalty.

Supply Chain Project

Groups are self-organizing, and you must be in a group and have selected your product by the fourth week of the semester. Each group must be ready with the group members, their emails, and your product selection in class during the fourth week of the semester. Your 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 in the form of recorded video submissions.

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.
- 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

COURSE POLICIES

COVID

- At this time, mask use is not required within the classroom or laboratory- we will follow official UM policy on Covid guidance.
- 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, please contact me to discuss options for completing the classwork. I appreciate if you let me know your status and keep me informed.
- UM recommends students get the COVID-19 vaccine. Please direct your questions or concerns about vaccines to Curry Health Center or the Missoula Health Department.
- Class attendance and seating may be recorded to support contact tracing efforts.
- Drinking liquids and eating food is discouraged within the classroom.
- Please note this class may be recorded. My personal zoom link is:
<https://umontana.zoom.us/my/ejplantain>

Class Attendance / Absence Policy

Students who are registered for a course but do not attend the first two class meetings may be required by the instructor to drop the course. Students are expected to attend all class meetings and complete all assignments for courses in which they are enrolled. I may excuse brief and occasional absences for reasons of illness, injury, family emergency, religious observance, cultural or ceremonial events, or participation in a University sponsored activity. (University sponsored activities include for example, field trips, ASUM service, music or drama performances, and intercollegiate athletics.) University policy dictates that I'll excuse absences for reasons of military service or mandatory public service. You can find full details here: <https://catalog.umt.edu/academics/policies-procedures>

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

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

Exams

In addition to the quizzes in MyOMLab, there will be one cumulative exam covering what every business major should know about business models and operations. All exams must be done independently with no outside assistance from other people or reference materials. Students must take exams on their regularly scheduled

days unless they have an excused absence. Excused absences ONLY include (1) University-approved absences, (2) documented health emergencies, (3) civil service such as military duty and jury duty, and (4) other emergencies deemed appropriate by the instructor. In all cases, the instructor must be notified prior to the exam unless the emergency makes such notification infeasible. During the exam, you may not leave the room for any reason. Doing so results in the conclusion of that student's exam. Electronic dictionaries, cell phones, tablets, laptops, notes, smart watches, or other assistive items are strictly forbidden.

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 emily.plant@umontana.edu address. (Do not send email through Moodle.) ***Please include course 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. 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 <http://www.umt.edu/dss/>).

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**.

TENTATIVE SCHEDULE- SUBJECT TO CHANGE

August 30, September 1: Course Introduction and Chapter 1 OM Introduction

September 6, 8: Chapter 2 Operations and Supply Chain Strategy
Elements of the Business
Strategy
Customer Value, Four Performance Dimensions, Core Competencies

September 13, 15: Chapter 3, Process Choice, Manufacturing and Service Models
Manufacturing Processes, Levels of Customization, Service Processes

September 20, 22: Chapter 4: Business Processes
Process Maps, Productivity, Efficiency, Benchmarking
Organize Teams; Select Project

September 27, 29: Chapter 5, Managing Quality
TQM, SPC
Project check-in

October 4, 6: Chapter 7, Supply Chain
Strategic Sourcing, Procure-to-Pay Cycle

October 11, 13: Chapter 8, Logistics
Build v Buy, Reverse Logistics

October 18, 20: Chapter 9: Forecasting
Types of Forecasts, Qualitative and Quantitative, Forecast Error

October 25, 27: Chapter 11, Managing Inventory
Role and Types of Inventory, Inventory Models, Supply Chain Inventory

November 1, 3: **PROJECT WORK**

November 8: Election Day, no class

November 10: To Be Determined/Catch Up Day

November 15, 17: Chapter 13, JIT & Lean and Chapter 14, Project Management; Exam Review

November 22: **COURSE EXAM NOVEMBER 22 – GBB 213**

November 24: Happy Thanksgiving!

November 29, December 1: **PROJECT WORK**

December 6, 8: **PROJECT WORK**

SUPPLY CHAIN PROJECT DUE FRIDAY 12/9 at midnight!!

(You will be required to watch and evaluate the recorded presentations of other groups)