



**GEORGETOWN UNIVERSITY**  
**School of Continuing Studies**

**Georgetown University, BLS**

**BLHV 3001: Operations Management**

**Fall, 2023**

**Credits: 3**

**Dates: Wednesday** Aug 23, 2023 - Sunday, Dec 16, 2023

**Location:** Georgetown University School of Continuing Studies (SCS) utilizes the Coursera platform for this course. As an online course, all course content will be provided and exchanged on the Coursera platform.

**Instructor:** Dr. Ibrahim Majeed

**Teaching Assistant(s):** To be announced at the beginning of the course.

**Contact Information:** [bls-support@georgetown.edu](mailto:bls-support@georgetown.edu)

*Note: This mailbox is monitored on a frequent and ongoing basis. Please use this email address for all technology and course-related questions, and your inquiry will be directed to the appropriate person.*

**Office Hours:** Please reach out to your instructor to set up an appointment.

## **Course Description**

This course provides a general introduction to operations management. Operations management is the science and art of designing and controlling business processes to support an organization's delivery of goods and services. It is a primary organization function along with marketing and finance. Operations encompass the entire organization including, design, productions, operations, marketing, sales, and customer support. This course seeks to (A) familiarize you with the primary operational challenges and issues that managers encounter, and (B) provide you with terminology, concepts, practices, and tools to address these challenges in order to gain competitive advantage through operations. This course will

interest people seeking a career in managing and enhancing business processes. The course should also be of interest to people who manage interfaces between operations and other business functions such as finance, marketing, and human resources. A working knowledge of operations is critical for general managers and entrepreneurs. The course will examine how different business strategies necessitate different business processes, and vice versa, how different operational capabilities support different strategies to achieve competitive advantage. A process view of operations will be used to analyze different key operational dimensions such as quality management, resource management, and supply chain management.

## Course Learning Objectives

By the end of the semester, you will be able to:

1. Describe the key operations strategy factors
2. Apply continuous improvement approach to achieve sustainable operations
3. Make operations management decisions to create value
4. Evaluate internal and external considerations that influence an organization's competitive advantage
5. Conduct problem solving using quantitative and qualitative techniques
6. Apply key strategies of operations management including effective planning, scheduling, and control

## Required Materials for Purchase

You will need to purchase the following materials:

- **Textbook:** Operations and Supply Chain Management 2nd Edition by David A. Collier, James R. Evans. Publication date: February 10, 2020; Publisher: Cengage Learning. Print book and eBook available at GU Bookstore and other providers.
- Module 12. HBR Case: Summit Maritime: Facility Location and Layout Design by Joshin John, Rajiv Kumar Srivastava, Neetha J. Eappen. Available at: <https://store.hbr.org/product/summit-maritime-facility-location-and-layout-design/W18305>

All other materials will be provided to you on the Coursera platform.

Please note: The materials provided or made available to students enrolled in this course, including documents, images, audio, and video materials made available to you, are protected by copyright law. You may use those copyrighted materials only in connection with your work in the course. Any other use of those materials, including any further copying, distribution, or dissemination of the materials, is prohibited by law.

## Overview of Course Structure

This course consists of 13 instructional modules, plus the orientation module. Each instructional module is intended to be 1 week in length. The entire course will run for the duration of this 15-week instructional term. You should complete the orientation module prior to beginning Module 1.

The modules and activities must be done sequentially and certain activities and assignments must be completed by certain dates.

## Assignments

Your course grade will be based on your completion of the following activities and assignments. You will read full details about each of them in the Coursera course. Each assignment category will be weighted according to the percentages below.

<b>Scenario-Based Quizzes (11)</b> There will be 11 scenario-based quizzes designed to expose you in realistic situations relevant to the course material. By analyzing and responding to these scenarios, you will deepen your understanding of the subject matter while honing your problem-solving and critical thinking skills.	<b>22%</b>
<b>Short Papers (2)</b> There will be 2 short papers that are designed to assess your comprehension of key concepts presented in the readings and activities.	
<ul style="list-style-type: none"> <li>Module 5: Process Improvement Short Paper</li> </ul>	<b>20%</b>
<ul style="list-style-type: none"> <li>Module 7: Impact of Technology Short Paper</li> </ul>	<b>15%</b>
<b>Team Projects (2)</b> As part of this course, you will participate in two team projects designed to foster collaboration, creativity, and problem-solving skills. These projects will require you to apply your knowledge of course material and present your findings in a cohesive and professional manner. Through these team projects, you will develop not only subject-specific expertise but also the ability to work effectively in a team, preparing you for future collaborative endeavors.	<b>15%</b>
<b>Individual Presentations (2)</b> There will be two presentations accompanied by slides. These assignments will provide you with an opportunity to showcase your knowledge of course materials and practice your public speaking skills. Your presentation in Module 10 will be peer-reviewed. Peer reviews provide opportunities for you to interact directly with your fellow-students and review each other's work using the grading guidance provided.	
<ul style="list-style-type: none"> <li>Module 8: Supply Chain</li> </ul>	<b>15%</b>
<ul style="list-style-type: none"> <li>Module 10: Key components of Quality (Peer-Review)</li> </ul>	<b>3%</b>

<b>Graded Knowledge Checks (2)</b> There will be two knowledge checks. The questions are based on the main reading or viewing materials for corresponding week.	<b>5%</b>
<b>Discussion</b> There are two discussions in this course: There is “Introduce Yourself” discussion in Module 1 that is worth 1% of your final grade. Please, use this opportunity to connect with your peers and get to know them better.  In Module 13 you will engage in a thought-provoking discussion. You will make a first submission in which you should reference course materials and, to the extent appropriate, highlight relevant experience that you may have with the subject. Then you will comment on other people’s posts, with the goal of adding value by sharing experiences, or additional perspectives. This discussion is worth 4% of your final grade.	<b>5 %</b>
<b>Live Sessions (6)</b> Throughout this course, we will host a total of six (6) live Zoom sessions, designed to enhance your learning experience and provide interactive opportunities for engagement with the instructor and fellow students. Attendance for these sessions is optional but highly encouraged.  To prepare for each live session, complete the readings and watch the course videos for that week. Also, write down any questions, notes and/or ideas that you'd like to share with your group during the discussion. Finally, make sure that you have a reliable internet connection and a quiet space where you can participate in the session without distractions.	<b>0%</b>
<b>TOTAL</b>	<b>100%</b>

## Submission Policy

Submit all assignments to the Coursera course site. **Assignments submitted through email are not acceptable** and will be considered missing/and or late. Please also retain a personal copy of all assignments submitted until the end of this course is complete and you’ve received your final grade.

## Late Work Policy

Students are expected to submit their assignments by the time on the date indicated on Coursera and the syllabus. Please contact the instructor at least 3 business days in advance if you know that you are going to be late or miss an assignment due date. The instructor will review late submission requests and circumstances on a case-by-case basis and will make a determination if an extension is warranted. Prior notice will provide time for discussing and identifying an alternative due date (if the extension is warranted). If the extension is granted, the instructor can

deduct up to 10% of the grade of the assignments submitted late and limit the extension to a maximum of 7 days. If an assignment that has been given an extension is not handed in by the time the allotted extension time has elapsed, it will receive a zero.

### **Statement on AI Use**

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material. Failure to do so constitutes a violation of academic integrity. Instances of suspected plagiarism or other forms of academic dishonesty will be dealt with under the Georgetown Honor Code.

Additionally, students should note that the material generated by these programs may be inaccurate, incomplete, or otherwise unreliable. Students should be aware that the misuse of AI may also stifle independent thinking and creativity, as well as limit their capacity to learn independently in this course. Please engage with these resources responsibly, and with integrity.

### **Instructor Feedback/Turnaround**

If you have a concern and send me a message, you can expect a response to your email within 3 business days. Please allow 4-7 business days for assessment submission feedback.

## **Grading**

Each type of assignment has a detailed grading rubric that you will reference as you complete your assignments. I will grade all of your work using these rubrics.

A:	93% to 100%
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%
F:	62% and below

## **Time Commitment**

Online courses meet the same academic standards as on-campus courses. Each week is equal to the same level of participation, commitment, and academic rigor as a face-to-face class. For a 15-week, 3-credit course, you should allocate *6-10 hours per week*. For a 13-week, 3-credit course, you should allocate *8-12 hours per week*.

## Weekly Schedule

All assignments are due by the Sunday of the week of the module at 11:59 PM US Eastern Time, unless otherwise stated. Initial postings for all discussions are due by Thursday 11:59 PM US Eastern Time.

Date	Module	Assignments Due
<b>Week 1</b> 08/23-08/27	<b>Course Orientation</b>  <b>Zoom Sync Session 1:</b> Friday, August 25 at 4 pm - 5 pm ET	<b>By Sunday at 11:59 p.m.:</b> Introductions Discussion
<b>Week 2</b> 08/28-09/03	<b>Module 1: Introduction to Operations Management Functions and Strategies</b>	<b>By Sunday at 11:59 p.m.:</b> Module 1: Scenario-Based Quiz
<b>Week 3</b> 09/04-09/10	<b>Module 2: Corporate Strategy</b>	<b>By Sunday at 11:59 p.m.:</b> Module 2: Scenario-Based Quiz
<b>Week 4</b> 09/11-09/17	<b>Module 3: Operations Strategies</b>	<b>By Sunday at 11:59 p.m.:</b> Module 3: Scenario-Based Quiz
<b>Week 5</b> 09/18-09/24	<b>Module 4: Performance Measurement</b> <b>Zoom Sync Session 2:</b> Monday, September 18 at 4 pm - 5 pm ET	<b>By Sunday at 11:59 p.m.:</b> Module 4: Scenario-Based Quiz
<b>Week 6</b> 09/25-10/01	<b>Module 4: Performance Measurement</b> ( <i>continued</i> )	<b>By Sunday at 11:59 p.m.:</b> Module 4: Team Assignment - Key Performance Indicators (KPI)
<b>Week 7</b> 10/02-10/08	<b>Module 5: Process Analysis</b>	<b>By Sunday at 11:59 p.m.:</b> 1. Module 5: Scenario-Based Quiz 2. Module 5: Short Paper - Process Improvement

<b>Week 8</b> <b>10/09-10/15</b>	<b>Module 6: Resource Management</b>  <b>Zoom Sync Session 3:</b> Monday, October 9 at 4 pm - 5 pm ET	<b>By Sunday at 11:59 p.m.:</b> Module 6: Scenario-Based Quiz
<b>Week 9</b> <b>10/16-10/22</b>	<b>Module 7: Technology in OM</b>	<b>By Sunday at 11:59 p.m.:</b> 1. Module 7: Scenario-Based Quiz 2. Module 7: Short Paper - Impact of Technology
<b>Week 10</b> <b>10/23-10/29</b>	<b>Module 8: Supply Chain Management (SCM)</b>	<b>By Sunday at 11:59 p.m.:</b> 1. Module 8: Scenario-Based Quiz 2. Module 8: Presentation - Supply Chain
<b>Week 11</b> <b>10/30-11/05</b>	<b>Module 9: Forecasting and Demand Planning</b>  <b>Zoom Sync Session 4:</b> Monday, October 30 at 4 pm - 5 pm ET	<b>By Sunday at 11:59 p.m.:</b> 1. Module 9: Scenario-Based Quiz 2. Module 9: Knowledge Check - Demand Forecast
<b>Week 12</b> <b>11/06-11/12</b>	<b>Module 10: Quality/Lean Management</b>	1. Module 10: Scenario-Based Quiz 2. Module 10: Key components of Quality Management Peer Review
<b>Week 13</b> <b>11/13-11/19</b>	<b>Module 11: Inventory Management</b>	<b>By Sunday at 11:59 p.m.:</b> Module 11: Knowledge Check - Inventory
<b>Weeks 14-15</b> <b>11/20-12/03</b>	<b>Module 12: Facilities Management</b>  <b>Zoom Sync Session 5:</b> Monday, November 20 at 4 pm - 5 pm ET	<b>By Sunday, December 3 at 11:59 p.m.:</b> 1. Module 12: Scenario-Bases Quiz - Facilities Management 2. Team assignment - HBR Case Study - Presentation
<b>Fall Recess</b> 11/22-11/26		
<b>Week 16</b> <b>12/04-12/10</b>	<b>Module 13: Trends in Operations Management</b>  <b>Zoom Sync Session 6:</b> Friday, December 8 at 4 pm - 5 pm ET	<b>By Thursday, December 7 at 11:59 p.m.:</b> Trends in Operations Management Discussion - Initial post <b>By Sunday, December 10 at 11:59 p.m.:</b> Trends in Operations Management Discussion - Responses

## Course Policies

The course will follow SCS Course Policies in the following areas: Attendance Policy

Citation Policy

Communication Policies

The Honor Pledge

Netiquette And Classroom Guidelines  
Incomplete and Withdrawal Policies  
Accommodation Policy  
Technical Requirements  
Student Support and Help

You can review these policies and other student resources in the Orientation Course.