Course Number/Section/Name: CIDM 4331 Sections 70 & 71
Semester/Year: Fall 2019
Professor: Bin Shao

Class Days/Times/Location or Other Format: Online
Office Location: CC Room 208J
Office Hours: Tuesday & Thursday 8-12:30
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Social Media: Keep up with the latest happenings of your COB on Facebook and Twitter, connect with us on LinkedIn, and check out COB videos on YouTube.

Terms of Use
A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.

WTAMU Paul and Virginia Engler College of Business Mission Statement
The mission of the Paul and Virginia Engler College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Learning Objectives of the WTAMU Paul and Virginia Engler College of Business Programs
The Paul and Virginia Engler College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the Paul and Virginia Engler College of Business are as follows:
- Leadership
- Communication
- Critical Thinking
- Business Integration
- Core Business Knowledge
- Global Business Environment
- Business Ethics and Corporate Governance
Course Description

Operations Management is defined as how to design, operate, and improve a business process of converting inputs into valuable goods, services, information and knowledge. Study and analysis of planning, design, direction, and control of physical and human resources used in production of goods and services. Emphasis on solutions to operational problems in physical locational, storage, and general service subsystems.

Course Objectives

Upon successful completion of this course, students will be able to demonstrate:

1. An understanding of the importance of processes in modern organizations.
2. An understanding of how and when operational excellence contributes to the achievement of competitive advantage.
3. An ability to make decisions in resource allocation, planning, scheduling, controlling of productions and operations functions.
4. An ability to understand and apply learning theory, analyze process performance, and implement supply strategic planning.
5. An ability to evaluate and design facility layouts, compare and design production process options, and perform statistical quality control.

Map from COB Learning Objectives to Specific Course Objectives

The Paul and Virginia Engler College of Business Learning Goals are related to the course objectives for CIDM 4331, as follows:

1. Students will demonstrate competencies in writing, speaking, and technology communication via case and analytics exercises.
2. Students will demonstrate their competencies in critical thinking via homework assignments, case and analytics exercises, and individual exams.
3. Students will illustrate and explain theories and concepts related to competitive advantage, resource allocation, planning, scheduling, as well as controlling of productions and operations functions, learning theory, process performance, supply strategic planning, facility layouts, production process options, and statistical quality control etc. via homework assignments, case and analytics exercises, and individual exams.
Course Materials (Text, calculator, etc.)

*Custom Book*
- Hard copy is only available via WTAMU university bookstore.
- E-book can be bought at [https://create.mheducation.com/shop/#/catalog/details/?isbn=9781307157901](https://create.mheducation.com/shop/#/catalog/details/?isbn=9781307157901)

*Cases and Analytics Exercises (included in the textbook):*
  - Product Design Project
  - Shouldice Hospital
  - Analyzing Casino Money-Handling Processes

Relationship between Course Objectives and CIS Program Outcomes

<table>
<thead>
<tr>
<th>Course Learning Objective</th>
<th>COB Learning Goals</th>
<th>ABET Program Learning Outcome</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CLO 4:</strong> An ability to understand and apply learning theory, analyze process performance, and implement supply strategic planning.</td>
<td>Goal 2: Critical Thinking: Graduates of the BBA program will be critical thinkers.</td>
<td>SO1: An ability to analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.</td>
<td>Quantitative exam questions</td>
</tr>
<tr>
<td><strong>CLO 5:</strong> An ability to evaluate and design facility layouts, select and design production process options, and perform statistical quality control.</td>
<td>Goal 2: Critical Thinking: Graduates of the BBA program will be critical thinkers.</td>
<td>SO2: An ability to design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program’s discipline.</td>
<td>Quantitative exam questions</td>
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<td><strong>CLO 3:</strong> An ability to make decisions in resource allocation, planning, scheduling, controlling of productions and operations functions.</td>
<td>Goal 2: Critical Thinking: Graduates of the BBA program will be critical thinkers.</td>
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Course Grading Policies

Assignments: 28%
Case study: 12%
Exams: 60%

A letter grade for the course (A, B, C, D, F) will be assigned based on the following scale:

- A: 90%~100%
- B: 80%~89.99%
- C: 70%~79.99%
- D: 60%~69.99%
- F: 0~59.99%

Students are responsible for handing in homework and exams on time. Late submission will not be accepted under normally situation. Discussion about grading is welcome within a week after grade is published. Please no more discussion beyond that.

Course Assignment, Examination, and or Project Policies

Cases, analytics exercises, and homework assignments are done in group. Group is optional and you may choose to work individually. Each group should consist of no more than four students.

**Group Case and Analytics Exercises:** Three case or analytics exercises will be used to enhance understanding and demonstrate real-life applications of concepts being discussed. They must be read and thoroughly analyzed as a group.

**Group assignment Submissions:** Seven assignments shall be assigned in order to assess student understanding of problem-solving mechanics being discussed.

Assignment questions are from the textbook. Since it is a custom book, there are two page numbers on each page. One is the page number of this book and the other is that in the original book. When assigning homework assignments, I will always refer to the top page number, which is the page number of our custom book.

**Individual exams:** There are three *individual* exams and they are not cumulative. There will be no make-up exams without prior consent. Cheating in any form will lead to severe disciplinary action.
This is no extra credit opportunity available for the course.

Course Topics - Tentative Calendar of Readings, Topics, and Due Dates

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to the field</td>
<td></td>
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<tr>
<td></td>
<td>Operations and Supply Strategy</td>
<td></td>
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<tr>
<td>2</td>
<td>Operations and Supply Strategy- Cont’</td>
<td></td>
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<tr>
<td></td>
<td>Linear Programming</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Linear Programming-Cont’</td>
<td>Assignment 1</td>
</tr>
<tr>
<td>4</td>
<td>Project Management</td>
<td>Assignment 2</td>
</tr>
<tr>
<td>5</td>
<td>Project Management-Cont’</td>
<td>Product Design Project</td>
</tr>
<tr>
<td>6</td>
<td>Review of Exam 1</td>
<td>Assignment 3</td>
</tr>
<tr>
<td>7</td>
<td>Exam 1</td>
<td>Exam 1</td>
</tr>
<tr>
<td></td>
<td>Strategic Capacity Management</td>
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<tr>
<td>8</td>
<td>Learning Curve</td>
<td>Shouldice Hospital Case</td>
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<tr>
<td>9</td>
<td>Process Analysis</td>
<td>Assignment 4</td>
</tr>
<tr>
<td>10</td>
<td>Review of Exam 2</td>
<td>Analyzing Casino Money-Handling Processes</td>
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<tr>
<td>11</td>
<td>Exam 2</td>
<td>Exam 2</td>
</tr>
<tr>
<td></td>
<td>Manufacturing Processes</td>
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<tr>
<td>12</td>
<td>Facility Layout</td>
<td>Assignment 5</td>
</tr>
<tr>
<td>13</td>
<td>Process Capability and SPC</td>
<td>Assignment 6</td>
</tr>
<tr>
<td>14</td>
<td>Review of Exam 3</td>
<td>Assignment 7</td>
</tr>
<tr>
<td>15</td>
<td>Exam 3</td>
<td>Exam 3</td>
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</table>

WTAMU Paul and Virginia Engler COB Student Code of Ethics
Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.
Code of Ethics

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
- Do not work with other students on projects or assignments without authorization from the course instructor.
- Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.

- Do not forge the signature of an instructor, advisor, dean, or another student.
- Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
- Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
- Respect the property, personal rights, and learning environment of all members of the academic community.
- Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean’s office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.

COB Student Resources Link

The COB has developed a Student Resources repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements), which can be found on the COB Website. Additionally, WTAMU has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills), which can be found on the WTAMU Website. For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please visit their website.

COB Communications Component

The Paul and Virginia Engler College of Business Communication Component requires students to demonstrate knowledge of communication skills. The COB communications component is a requirement in the following courses: ACCT 4373 (Accounting Communications), BUSI 1304 (Business Communication), BUSI 3320 (Digital Collaboration and Communication), BUSI 4333 (Cross-Cultural Issues in Business Communications), BUSI 4350 (Current Issues in Management Communications), BUSI 4375 (Healthcare Communication), BUSI 4380 (Conflict Resolution and Negotiation), BUSI 4382 (Emerging Media Law), CIDM 3320 (Digital Collaboration and
Communication, ECON 4370 (Economics of Health Care), FIN 3350 (Personal Financial Planning), FIN 4320 (Investments), FIN 4321 (Portfolio Theory), MGT 3335 (Organizational Behavior), MGT 4380 (Conflict Resolution and Negotiation), or MKT 3342 (Consumer Behavior).

Student Travel Opportunities
In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.

Dropping/Repeating the Course
Should a student decide to drop the course, it is the student’s responsibility to be aware of the final drop dates and adhere to the WTAMU Add/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

Scholastic Dishonesty
It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.

Academic Integrity
All work must be completed individually unless otherwise stated. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the exam is given in any subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so. For more information, see the Code of Student Life.

Viewpoints/External Websites Disclaimer
The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.
Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

Acceptable Student Behavior
Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University’s Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

Technology Requirements
All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer and or to a device with secure broadband Internet connection, data storage and retrieval, and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and Internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTClass (the Blackboard Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTClass. Students must contact WTClass if they have problems accessing and/or using the WTClass environment.

Physical or Educational Access - ADA Statement
West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; phone 806-651-2335.

Title IX Statement
West Texas A&M University is committed to providing a learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free of sexual misconduct and discrimination. Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. Harassment is not acceptable. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:
• WTAMU Title IX Coordinator Richard Webb – Kilgore Research Center 147, or call
806.651.3199

- WTAMU Counseling Services – Classroom Center 116, or call 806.651.2340
- WTAMU Police Department – 806.651.2300, or dial 911

- 24-hour Crisis Hotline – 800.273.8255, or 806.359.6699, or 800.692.4039
- Visit the Notalone website

For more information, see the Code of Student Life.

WT Attendance Policy for Core Curriculum Classes
For the purposes of learning assessment and strategic planning, all students enrolled in Core Curriculum or developmental courses at West Texas A&M University must swipe their Buff Gold cards through the card reader installed in the classroom/lab for each class/lab meeting.

Evacuation Statement
If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary; evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

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* Syllabus template approved by COB Curriculum Committee May 2019. Annual review of the syllabus is a formal part of the COB continuous improvement process.