

OPMG-UB 9001 L01

Operations Management

NYU London

Instructor Information

- J Beasley
- office hour by appointment, Tuesday 12noon-1pm

Course Information

- Tuesday 9am-12noon
 - Room TBA, 6 Bedford Square
- Prerequisites: STAT-UB 103 Statistics for Business Control and Regression/Forecasting Analysis (or BOTH STAT-UB 1 and STAT-UB 3) OR equivalent. Students unable to register but have met prerequisites, email global.academics@nyu.edu.

Course Overview and Goals

Companies seek to gain and then maintain competitive advantage so that they can maximise the wealth of their stakeholders. They use their operations to gain competitive advantage by obtaining cost leadership or parity; consistent quality superiority; shorter time to market; responsiveness and adaptability to customer needs and desires; sufficient capacity; utilisation of innovative process and product technology; and ensuring environmental neutrality. This course touches briefly on all of the above competitive advantages whilst consistently stressing a problem-solving approach.

Course includes lectures, case studies and computer (pc) work.

Upon Completion of this Course, students will be able to:

- Have an informed appreciation of the typical problems encountered within Operations Management
- Be aware of the varying approaches that can be adopted to tackle the qualitative Operations Management problems discussed
- Be aware of the quantitative tools (demonstrated through the use of Excel) that can be adopted to tackle the quantitative Operations Management problems discussed

Course Requirements

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Grading of Assignments

The grade for this course will be determined according to these assessment components:

Assignments/ Activities	Description of Assignment	% of Final Grade	Due
Case analysis	Out-of-class analysis of a case	5	Session 4
Mid-term examination	In-class mid-term examination	30	Session 7
Final examination	In-class final examination	65	Session 15

Failure to submit or fulfill any required course component results in failure of the class

Grades

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have adopted a grading guideline for core courses with enrollments of more than 25 students in which approximately 35% of students will receive an “A” or “A-“ grade. In core classes of less than 25 students, the instructor is at liberty to give whatever grades they think the students deserve, while maintaining rigorous academic standards.

Letter grades for the entire course will be assigned as follows:

Letter Grade	Percent	Description
A	90-100	Students need to demonstrate an excellent understanding of all the material discussed in the course and its application within operations.
B	80-89	Students need to demonstrate a good understanding of all the material discussed in the course and its application within operations.
C	70-79	Students need to demonstrate a basic understanding of all the material discussed in the course and its application within operations.
D	65-69	Students need to demonstrate a basic understanding of the most important material discussed in the course and its application within operations.
F	Below 65	Students fail to demonstrate a basic understanding of the majority of the material discussed in the course and its application within operations.

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For details of the NYU London policy assigning numerical equivalents to letter grades see:

<https://www.nyu.edu/london/academics/academic-policies.html>

Course Materials

Required Textbooks & Materials

Students will need a copy of “Operations Management: Sustainability and Supply Chain Management” (12th edition) by Jay Heizer, Barry Render and Chuck Manson, ISBN-13: 9781292148632.

Optional Textbooks & Materials

- None

Resources

- **Access your course materials:** [NYU Classes](http://nyu.edu/its/classes) (nyu.edu/its/classes)
- **Databases, journal articles, and more:** [Bobst Library](http://library.nyu.edu) (library.nyu.edu)
- **NYUL Library Collection:** [Senate House Library](http://catalogue.libraries.london.ac.uk) (catalogue.libraries.london.ac.uk)
- **Assistance with strengthening your writing:** [NYU Writing Center](http://nyu.mywconline.com) (nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](http://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)

Course Schedule

Session/Date	Topic	Reading	Assignment Due
Session 1:	Introduction		
Session 2:	Operations and Productivity	Appropriate chapter in course textbook	
Session 3:	Project Management	Appropriate chapter in course textbook	
Session 4:	Design of Goods and Services	Appropriate chapter in course textbook	Out-of-class analysis of a case
Session 5:	Managing Quality	Appropriate chapter in course textbook	
Session 6:	Inventory Management	Appropriate chapter in course textbook	
Session 7:	Mid-term examination		In-class mid-term examination
Session 8:	Waiting-Line Models	Appropriate chapter in course textbook	

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Session/Date	Topic	Reading	Assignment Due
Session 9:	Supply Chain Management	Appropriate chapter in course textbook	
Session 10:	Process Strategy	Appropriate chapter in course textbook	
Session 11:	Linear Programming	Appropriate chapter in course textbook	
Session 12:	Simulation	Appropriate chapter in course textbook	
Session 13:	Capacity and Constraint Management	Appropriate chapter in course textbook	
Session 14:	Revision		
Final Assessment:	Final examination		In-class final examination

Co-Curricular Activities

- None

Classroom Etiquette

Toilet breaks should be taken before or after class or during class breaks. Food & drink, including gum, are not to be consumed in class. Mobile phones should be set on silent and should not be used in class except for emergencies. Laptops and tablets can be used for academic note taking. They should not be used in class for non-academic purposes (e.g. email, Facebook, checking sports scores). Please kindly dispose of rubbish in the bins provided.

NYUL Academic Policies

Attendance and Tardiness

- Key information on NYU London's absence policy, how to report absences, and what kinds of absences can be excused can be found on our [website](http://www.nyu.edu/london/academics/attendance-policy.html) (<http://www.nyu.edu/london/academics/attendance-policy.html>)

Assignments, Plagiarism, and Late Work

- You can find details on these topics and more on this section of our NYUL [website](https://www.nyu.edu/london/academics/academic-policies.html) (<https://www.nyu.edu/london/academics/academic-policies.html>) and on [the Policies and Procedures section of the NYU website](https://www.nyu.edu/academics/studying-abroad/upperclassmen-semester-academic-year-study-away/academic-resources/policies-and-procedures.html) for students studying away at global sites (<https://www.nyu.edu/academics/studying-abroad/upperclassmen-semester-academic-year-study-away/academic-resources/policies-and-procedures.html>).

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Classroom Conduct

Academic communities exist to facilitate the process of acquiring and exchanging knowledge and understanding, to enhance the personal and intellectual development of its members, and to advance the interests of society. Essential to this mission is that all members of the University Community are safe and free to engage in a civil process of teaching and learning through their experiences both inside and outside the classroom. Accordingly, no student should engage in any form of behaviour that interferes with the academic or educational process, compromises the personal safety or well-being of another, or disrupts the administration of University programs or services. Please refer to the [NYU Disruptive Student Behavior Policy](#) for examples of disruptive behavior and guidelines for response and enforcement.

Disability Disclosure Statement

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

Instructor Bio

This instructor was previously a lecturer at the Imperial College Business School