ISM 4330: Information System & Operation Management Strategy

Spring 2015

Department of Information System and Operation Management
Warrington College of Business Administration
University of Florida

Instructor: Yinliang (Ricky) Tan (tanyinliang@ufl.edu)

Time: Monday and Wednesday, 01:55 pm–03:50 pm

Location: Heavener Hall 240

Office: Stuzin Hall 355A

Office Hours: Wednesday 10:00 am- 11:30 am or by appointment

Course Website: Please log on to Sakai for class announcements, schedule, assignments, grades, etc

Technology Policy: Students may use technology for taking notes and participating in class, but technology should only be used for class work, not Facebook or other activities. Cell phones should be silenced, and should not be used during class.

Suggested Prerequisites:

QMB 4701: Managerial Operation Analysis 1

QMB 4702: Managerial Operation Analysis 2.

MAN 4504: Operations and Supply Chain Management

**This class will be heavily based on quantitative analysis. If you are not comfortable dealing with mathematics, you need to consider to take this course from another instructor.

Required Instructional Materials

- Gerard Cachon, Christian Terwiesch, ***Matching Supply with Demand: An Introduction to Operations Management (3rd edition)***, McGraw-Hill/Irwin 2012, ISBN 0073525200.
- The Electronic Beer Game by Responsive Learning Technologies (Contact: Jeff Kropp kropp@responsive.net)
  (Student page for purchasing code: http://mgr.responsive.net/Manager/ShowClient

Student game page: http://insights.responsive.net/eb/florida/Login.jsp Student course registration code: sc)

- Course Packet which contains copies of the cases – available from Target Copy on University Avenue.

Software Requirements

- Microsoft Office 2010 or 2013 (Free for UF students)

For more information: http://msdn.e-academy.com/ufl_dis/index.cfm?loc=main

Course Descriptions & Objectives

This course provides an introduction to Information Systems (IS) and Operation Management (OM) Strategies, which focuses on the strategic decisions along the Supply Chain. More specifically, the objective of this course are: (a) To introduce students the basic concepts in OM; (b) To familiarize students with the terminology in the area; (c) To expose students to some of the common decision making tools used by contemporary operations managers.

Topics covered will include newsvendor model, revenue management and supply chain management techniques. Whether you plan to specialize in operations management or not, a sound knowledge of the operations domain is essential to an understanding of how businesses work.

Tentative Course Schedule (subject to change)

Week	Date		Topic	Assignment Due
1	3/09	Mon	Introduction/Team Assignment	
	3/11	Wed	Newsvendor Model (Ch 12)	
2	3/16	Mon	Newsvendor Model (Ch 12)	
	3/18	Wed	Newsvendor Model (Ch 12)	
3	3/23	Mon	Revenue Management (Ch 16)	*Assignment 1 due*
	3/25	Wed	Revenue Management (Ch 16)	

4	3/30	Mon	Revenue Management (Ch 16)/Beer Game Prep	
	4/01	Wed	Beer Game/ Supply Chain Coordination (Ch 17)	*Assignment 2 due*
5	4/06	Mon	Supply Chain Coordination (Ch 17)	
	4/08	Wed	**Help Session**	*Assignment 3 due*
6	4/13	Mon	EXAM	
	4/15	Wed	**OM/IS Frontier**	*Evaluation*
7	4/20	Mon	**Case Study Presentation**	
	4/22	Wed	**Case Study Presentation**	*Final Report due*

Course Assessment:

- Exam 50%
- Case Study 20%
- Assignments 10%
- Team-based Class Exercise 10%
- Participation and Quiz 10%

The grades for this course will be based on a curve. This means the grade that you get for this course will depend on your relative rank in the class. As per college norms, the grading will maintain a maximum mean grade point average of 3.50 (for example, 20% A, 20% A-, 50% B+, 10% B is one possible distribution). Grades of C+, C and below can and will be given when student performance warrants.

Case Analysis:

The goal of the group case project is to apply the tools from the course in practical environment. There should be 4 students in each group. The topics of the group project should be related to the following business cases. A set of questions will also be provided along with each case. Students are welcome to discuss about the topics during my office hour. Each team should spend 15-20 minutes to share their understanding and findings of the case. In particular, you should deliver an overview the case followed by answering the questions provided by the instructor. Also you are free to add

any supplemental comments and idea after these. After the case presentation, your group also needs to submit the brief final project report (2-3 pages) as well as the peer evaluation form.

Cases:

1. Barilla SpA (A) (HBS 9-694-046).
2. Supply Chain Close Up: The Video Vault (HBS 9-102-079)
3. Evolution of the Xbox Supply Chain (GS-49)
4. Priceline.com: Name Your Own Price (HBS 9-500-070)
5. Acer Group's China Manufacturing Decision (IVEY 99M009)
6. eReading: Amazon's Kindle (HBS 709486-PDF-ENG)

The evaluation of the final project contains: presentation (50%), Final project report (30%) and peer evaluation (20%).

Team-based Learning and Class Exercise

This course is delivered using part of the Team-based learning (TBL) format, established by Dr. Larry Michaelsen at the University of Oklahoma Business School. This format of teaching has been widely adopted in a variety of courses across the fields: engineering, medical, business, etc. In this course, you will be assigned to a team with 4 team members. Team will be assigned on a principle of "resource wealth distribution" during the first class period. The instructor will help the students to form the team based on their previous courses in supply chain management, college calculus, background, and work experience.

At the end of each chapter, we will have team-based exercise competition, focusing on a real-world applications of the tools covered during the lecture. For each competition, each of the four members of the first two teams who submitted the most accurate answer will be rewarded bonus points towards their final grade, although the most accurate solutions were not announced until after all teams submitted to avoid discouraging the teams who submitted their solutions after the first two teams. During the competition, teams were encouraged to engage with the instructor and each other in order to arrive at the best solution.

Class policies:

Assignments and quizzes:

All assignments and quizzes should be individual submissions, unless otherwise announced in class. Students are free to discuss the assignments with me. The assignments are due at the beginning of the designated class day. The due date will be strictly enforced. No late submissions are acceptable unless approved emergency condition.

Exams and make-up exams:

The exams will be closed book unless otherwise announced. THERE WILL BE NO MAKEUP EXAMS. Conflicts for the exams must be resolved before the exam dates. You should contact me at least one week prior to the exam date and let me know in writing. Last minute requests will not be entertained. The only reasons for not being able to sit for an examination in its announced time should be part of University policy, or a documented medical excuse.

"Re-grade" requests:

Any request to re-grade any component of your submissions (assignment or quiz or exam) has to be made within a week after the grade has been published online on the e-learning site. Given the size of the class, and the speed with which the course progresses, any request beyond this deadline cannot be considered. The only exception to this rule is a documented emergency.

Class participation:

Attendance is compulsory during regular classes and if you miss any class you would be responsible for all material that was discussed in class or was in the assigned readings for that class. You are expected to be punctual in class attendance and remain in the classroom for the entire class session, as you would in any business appointment, unless an urgent need arises or prior arrangements have been made with me. There will be no make-up quizzes. You should complete the assigned readings before coming to class. I would expect you to be ready with answers to questions related to the readings.

Laptops and other electronic devices should be used with discretion and only as permitted for work directly related to the class session. Emailing, accessing the internet, and working on matters unrelated to the work at hand are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructor.

Classroom interaction is an important part of the pedagogy. Students should be fully prepared to engage in class discussion, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and contributions to discussion, as well as building on the base for discussion laid by student colleagues and the instructor.

Academic integrity:

Academic integrity and honesty are essential in the development of a professional manager. This society is not willing to tolerate dishonest or otherwise unethical professional business managers. Students must attend to, and follow, the University of Florida code of student conduct, with special attention to academic integrity and academic honesty. They must never appropriate the ideas and work of others, including both academic sources and fellow students, without appropriate attribution or by claiming others work as their own. They must exercise complete honesty in following the conditions established by the instructor for examinations and other assignments. Finally, they must be honest with one another, be willing to be accountable for their own failures of honesty and integrity, and not tolerate such failures in classmates.