

**Course: Bachelor of Business Administration in E-Commerce**

1.	Course Title	Operations Management	اسم المادة
2.	Course Code	BOPE2023	رمز المادة
3.	Status	Major	مادة أساسية
4.	Credit Hour	3 (2+1) 2 for lectures (2 hours per week x 14 weeks) 1 for tutorial (1.5 hours per week x 14 weeks)	عدد الساعات المعتمدة
5.	Semester/Year	2/3	الفصل الدراسي
6.	Prerequisites	BMGT2023 Management Theory and Practices	المتطلب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic)	طريقة التدريس
8.	Evaluation	<b>Assessment and Marking Percentage:</b> Quizzes الامتحانات القصيرة 10 % Assignments الواجبات 10 % Interactions through discussion board المناقشات 10 % Mid-Semester Exam الامتحان النصفى 20 % Final Examination الامتحان النهائى 50 %	
9.	Lecturer	N/A	
10.	Objective of the Subject	At the end of the subject, students should be able to: <ul style="list-style-type: none"> <li>Explain the role of operations, and their interaction with the other activities of a firm.</li> <li>Understand how operations affect people and society.</li> <li>Gain an exposure to the spectrum of operations management planning and decision-making activities, with a focus on quality service operations.</li> <li>Understand how a product or service is designed, produced and delivered to the customer.</li> <li>Understand basic but useful analytical skills and tools in studying operations in specific and other activities (marketing, finance, etc.) in general.</li> <li>Learned basic project management principles and appreciate group dynamics in project work.</li> </ul>	
11.	Learning Outcomes	Upon completion of this subject, students should be able to: <ul style="list-style-type: none"> <li>Describe and discuss what impact different competitive strategies have on the organization and the management of operations.</li> <li>Apply and evaluate different models used for designing, planning and controlling operations.</li> <li>Design and plan the operations in a smaller company.</li> <li>Apply theories and concepts on practical problems and discuss practical solutions based on a theoretical foundation.</li> <li>Develop and execute a research plan.</li> <li>Organize and write an effective team project report.</li> <li>Work cooperatively and productively on a project team.</li> </ul>	
12.	Synopsis	The subject provides student with the basic skills necessary to critically analyze a firm's operating performance and practices. This course mainly concerns the contemporary organization of the production and services function. Starting with a description the relationships among the three most important functions within a company (Finance-Operations-Marketing) it focuses on the different types of strategies that must be considered and implemented in contemporary firms. It also concerns with the systematic design, management and improvement of the processes that transform inputs into finished goods or services. It focuses on the systematic planning, design, and operation of all processes required for the production of goods and the delivery of services. Operations management also includes many supporting value-added activities such as purchasing, material requirements planning, inventory management,	

		project management, and process improvement. These and related topics will be covered.		
13.	<b>Topics</b>	Details	Lecture (Hrs)	Tutorial (Hrs)
	<b>Topic 1</b>	<b>Overview</b> <ul style="list-style-type: none"> <li>• Evolution of Operations Management</li> <li>• The roles of Operations Manager</li> <li>• Functions of Operations</li> <li>• Relationships between Operations &amp; other departments</li> </ul>	2	1.5

	<b>Topic 2</b>	<b>Operating Strategy</b> <ul style="list-style-type: none"> <li>• Strategy formulation</li> <li>• Competitive Priority</li> <li>• Operations' role in corporate strategy</li> <li>• Strategy and the Internet 2.5 Strategic decisions in operations</li> <li>• Strategy deployment</li> <li>• Issues and trends in operations</li> </ul>	3	1.5
	<b>Topic 3</b>	<b>Quality &amp; Operations Management</b> <ul style="list-style-type: none"> <li>• Meaning of Quality</li> <li>• Total Quality Management</li> <li>• Quality Improvement &amp; Roles of Employees</li> <li>• Strategic implications of TQM</li> <li>• Basics of statistical process control (SPC)</li> <li>• Control charts</li> <li>• Control chart patterns</li> <li>• Process capability</li> </ul>	3	1.5
	<b>Topic 4</b>	<b>Products and Services</b> <ul style="list-style-type: none"> <li>• Design process</li> <li>• Design Technology</li> <li>• Reducing time-to-market</li> <li>• Service design process</li> <li>• Improving quality of design</li> </ul>	3	1.5
	<b>Topic 5</b>	<b>Processes, Technology &amp; Capacity</b> <ul style="list-style-type: none"> <li>• Types of operating processes</li> <li>• Process planning</li> <li>• Process analysis</li> <li>• Process Innovation</li> <li>• Customer focused process</li> <li>• Technology decisions</li> <li>• Capacity decisions</li> </ul>	4	3
	<b>Topic 6</b>	<b>Facilities</b> <ul style="list-style-type: none"> <li>• Basic layout</li> <li>• Design process layouts</li> <li>• Design service layouts</li> <li>• Designing products layout</li> <li>• Hybrid layouts</li> </ul>	2	3
	<b>Topic 7</b>	<b>Project Management</b> <ul style="list-style-type: none"> <li>• Project planning</li> <li>• Project Scheduling</li> <li>• project control</li> <li>• CPM/PERT</li> <li>• Project crashing and time-cost trade-off</li> </ul>	3	3
	<b>Topic 8</b>	<b>Supply Chain Management</b> <ul style="list-style-type: none"> <li>• Supply chain management</li> <li>• Information technology as supply chain enabler</li> <li>• Supply chain integration</li> <li>• Suppliers</li> <li>• Measuring supply chain performance</li> <li>• Forecasting and supply chain management</li> </ul>	4	3
	<b>Topic 9</b>	<b>Inventory Management</b> <ul style="list-style-type: none"> <li>• Elements of inventory management</li> <li>• Inventory control systems</li> <li>• Economic Order Quantity Models</li> <li>• Quantity Discounts</li> <li>• Reorder Point</li> </ul>	4	3

		<ul style="list-style-type: none"><li>Order Quantity for a Periodic Inventory System</li></ul>		
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	<ol style="list-style-type: none"><li>Slack, Nigel; Chambers; Stuart &amp; Johnston, Robert (2006) <b>Operations management</b> (5th ed.) Harlow: Prentice-Hall</li><li>Donna C. S. Summers, <b>Quality</b> (4th ed.), Prentice-Hall, 2006.</li><li>Russell and Taylor (2006). <b>Operations Management</b> (5th ed.) John Wiley &amp; Sons, Inc.</li><li>Russell and Taylor (2005). <b>Operations Management - Quality and Competitiveness in a Global Environment</b> 5th ed), John Wiley &amp; Sons, Inc.</li></ol>		
15.	Additional References:	<ol style="list-style-type: none"><li>Ali, Abbas J. (2005). <b>Islamic Perspectives on Management and Organisation</b>. Cheltenham: Edward Elgar. 272 pp.</li><li>Krajewski, L., &amp; Ritzman, L. (2004). <b>Operations Management: Processes and Value Chains</b>. (Seventh ed.). New York: Addison-Wesley.</li><li>Russell and Taylor (2006), <b>Operations Management</b> (5th ed.), John Wiley &amp; Sons.</li><li>Project Management Institute (2004), <b>A Guide to the Project Management Body of Knowledge</b> (3rd ed.), PMI.</li><li>Sunil Chopra and Peter Meindl (2007), <b>Supply Chain Management: Strategy, Planning and Operation</b> (3rd ed), Prentice-Hall</li><li>William J. Stevenson (2005). <b>Operations Management</b> (8th ed), Irwin / McGraw-Hill,</li><li>SJ Uddin (2003), <a href="#">Understanding the framework of business in Islam in an era of globalization: a review</a>, <b>Business Ethics A European Review</b>, Blackwell Synergy</li></ol>		
	Other Materials:	All other sources will be available to students online.		