



CURRICULUM PROPOSAL FORM See SCC# 9793-245

*DEADLINES:

REGULAR COURSE PROPOSALS: OCTOBER 23, 1998 FOR FALL, 1999 AND FEBRUARY 19, 1999 FOR SPRING, 2000
SHORT-TERM COURSE PROPOSALS: DECEMBER 11, 1998 FOR FALL, 1999 AND MARCH 26, 1998 FOR SPRING 2000

PROPOSAL TITLE: Advanced Operations Management and Strategy
SPONSOR/S: College of Business MBA Curriculum Committee
DEPARTMENT: MBA
C504.501

CHECK ALL THAT APPLY:

___ UNDERGRADUATE X GRADUATE

COLLEGE: Business
If LAS: ___ History/Humanities
 ___ Math/Sciences
 ___ Social/Behavioral Sciences

* * * * *

TYPE OF PROPOSAL (Check ALL that Apply)

- ___ General Education
- ___ New Course in ___ Bank
- ___ Existing course, Add To ___ Bank
- ___ Multicultural/Global Designation
- ___ Writing Intensive Designation
- ___ New Minor/Concentration/Specialization
- ___ New Major/Degree Program
- ___ Short Term Course Proposal
- ___ New Course (NOT Gen. Ed.)
- ___ Name Change (Dept., School, Major)
- ___ Changes in Degree Requirements
- ___ Changes Involve Gen. Ed. requirements
- X Minor Changes to Existing Courses
 - ___ Course is NOT General Education
 - ___ Course IS General Education

DEPARTMENT (SIGNATURE INDICATES APPROVAL)
See attached for signatures
DEPT. CURRICULUM CHAIR / DATE DEPT. CHAIRPERSON / DATE

COLLEGE CURRICULUM COMMITTEE
DATE OF OPEN HEARING (if necessary) 1/21/99
 APPROVED
 NOT APPROVED
COMMENTS:
Phillip A. Lewis 1/21/99
SIGNATURE DATE

ACADEMIC DEAN (& GRADUATE DEAN, for New Graduate Programs Only) *See attached*
 APPROVED
 NOT APPROVED
COMMENTS:

SIGNATURE (Academic Dean) DATE

SIGNATURE (Graduate Dean) DATE



UNIVERSITY CURRICULUM COMMITTEE

DATE OF OPEN HEARING (if necessary) 1/21/99 (College level only)

APPROVED

NOT APPROVED

COMMENTS:

changes received 5/99

Janette M. Davis *6/15/99*
SIGNATURE DATE

SENATE

Date announced at Senate 1-26-99

Voted upon at Senate: **Approved** **Not Approved** **Date:**

EXECUTIVE VICE PRESIDENT/PROVOST

APPROVED

NOT APPROVED If no, reasons are as follows:

STUDENT CREDIT HOURS _____ FACULTY LOAD HOURS _____ EQUALIZED CREDIT HOURS _____

OFFICIAL COPY & APPROVAL SHEET FILED (DATE): _____

DATE/SIGNATURE EXECUTIVE VICE PRESIDENT/PROVOST

J. Probst *7/21/99*

REGISTRAR

DATE APPROVED COURSE DESCRIPTION RECEIVED _____

HEGIS TAXONOMY & COURSE NUMBER ASSIGNED _____

DATE/SIGNATURE OF REGISTRAR

Robert A. Kubat *7/26/99*

NOTIFICATION FORWARD:

SENATE CURRICULUM COMMITTEE CHAIRPERSON

DEPARTMENT CHAIRPERSONS

ACADEMIC DEAN(S)

REGISTRAR

SPONSOR(S)

TM
8/16/99

**SENATE CURRICULUM COMMITTEE
MINOR CURRICULAR CHANGE FORM**

PROPOSAL TITLE: Advanced Operations Management and Strategy

UNDERGRADUATE

GRADUATE

CREDIT HOURS

SPONSOR(S): College of Business MBA Curriculum Committee

DEPARTMENT: MBA

TELEPHONE: 256-4024

CHECK:

CHANGES IN APPROVED MINORS, SPECIALIZATIONS, CONCENTRATIONS

CATALOG DESCRIPTIONS, TITLES, AND/OR PREREQUISITES

SMALL CHANGES IN COURSE CONTENT OF EXISTING COURSES WHICH DO NOT SUBSTANTIALLY VARY THE CURRICULUM

CHANGES IN HEGIS NUMBER

STEP #1 (DEPARTMENT)

Date Approved: 8/20/98

Date **NOT** Approved: _____

[Signature]
Dept. Curriculum Chairperson signature/date

[Signature]
Dept. Chairperson signature/date

STEP #2 (COLLEGE)

Recommend To Approve/date: 8/20/98

Recommend **NOT** To Approve/date: _____

Comments: _____

[Signature]
College Curriculum Chairperson Signature
/date

STEP #3 (ACADEMIC DEAN)

Recommended

NOT Recommended

[Signature]
Dean of College Signature/date

STEP #4 (CURRICULUM COMMITTEE)

SCC# 9798-245
8/20/98

APPROVED: _____

NOT APPROVED _____

Curriculum Committee Chairperson Signature/date

STEP #5 EXECUTIVE VP/PROVOST

Approved _____

NOT Approved _____

Signature /Date

REGISTRAR'S SIGNATURE/DATE

COLLEGE OF BUSINESS
PROPOSAL FOR MINOR CURRICULAR CHANGE
ADVANCED OPERATIONS MANAGEMENT AND STRATEGY

1. Details

- a. Course Title: Production Management (Old title) *0506.501*
Advanced Operations Management and Strategy (New title)
- b. Sponsor: College of Business MBA Curriculum Committee
- c. Credit Hours: 3 credit hours (same)
- d. Course Level: Graduate
- e. Prerequisites: Integrative Managerial Skills and Quantitative Methods for Business (Foundation course). **0501.518** AND 1701.240
- f. Suggested time and scale of implementation: One section to be offered every Fall semester.
- g. Curricular Effect: Required of all MBA students.
- h. Adequacy of the present staff, resources, space needs, and any other requirements of implementation: The proposed change will not require any additional resources.
- i. Recommended Library Resources: No new resources will be required.
- j. Short-term Evaluation: Assessment will be done at the end of each semester the course is taught. Faculty teaching the course will conduct learning outcome assessments and effect change as needed.

2. Rationale:

The field of production management in the past focused almost exclusively on manufacturing management that dealt with operating a factory. Currently, production concepts and techniques have been applied to a wide range of activities and situations outside of manufacturing (i.e., in services) as well as in manufacturing. Because of this broadened scope, the field has taken on the name of operations management, which more closely reflects the diverse nature of activities (that is, it is the set of all activities associated with the creation of goods and services) to which its concepts and techniques are applied. In fact, Operations Management is a primary vehicle in providing the best opportunity for an organization to improve its profitability or to enhance its likelihood of survival. Therefore, the American Assembly of Collegiate Schools of Business (AACSB)

From: "PHILLIP LEWIS" <ELAN/LEWI8025>
Organization: Rowan University
To: wiest
Date: Wed, 26 May 1999 14:33:58 EST
Subject: ~~(Fwd) Curriculum Proposal: Advanced Ops Management....~~
X-Confirm-Reading-To: "PHILLIP LEWIS" <ELAN/LEWI8025>
X-pmrqc: 1
X-mailer: Pegasus Mail for Windows (v2.52)
X-PMFLAGS: 8320 0

----- Forwarded Message Follows -----

From: Self <ELAN/LEWI8025>
To: wiest
Subject: Curriculum Proposal: Advanced Ops Management....
Date: Wed, 26 May 1999 10:58:49 EST

5/26

The correct number for Quantitative Methods for Business, the second prerequisite for the proposed course, is 1701.240

emphasizes the topical areas of operations management and strategy in any program of business education.

3. **Essence of the Course**

a. Objectives

As a result of this course students will:

1. Obtain a sound understanding of the main tools and techniques of operations management which is one of the core business functions in organization.
2. Develop the unique knowledge of operations system, functions, and processes for its broad application to managing a various business environment in product and services.
3. Understand a total commitment to quality that is necessary throughout an organization for it to be successful in improving and managing product and service quality.
4. Identify how operations managers make strategic decisions in the operations function and processes of product and services; how effectively these decisions fit together in a strategic design to achieve a competitive edge through operation; and when and how quantitative tools & techniques and technology are applicable.
5. Gain experience in the practical applications of the main function and processes of operations management to various types of business environments.

b. Topical outline contents

Course topics will include:

- a. Function and System of Operations Management.
- b. Operations Strategy and Competitiveness.
- c. Operations Decision Making Tools and Decision Analysis.
- d. Product System Design.
 1. Product and Service Design and Development
 2. Technology Information System and Process Analysis.
 3. Operations Layouts Strategy.
- e. Operations of Productive System.
 1. Business Forecasting (Time Series, Trend Projection, Seasonalized Index)
 2. Locational Planning and Capacity Planning – Breakeven Analysis.
 3. Resources Allocation Planning – L.P.
- f. Inventory Control and Management
 1. Inventory Control and Management
 2. Materials Requirement Planning.
 3. Just-In-Time System.
- g. Scheduling and Assignment Planning
- h. Project Management (PERT & CPM)

- i. Quality Control and Management
 - 1. Quality Management & Strategy (Standards and TQM)
 - 2. Statistical Quality Control Techniques.

c. Evaluation and Grading

Students in this course will be evaluated on the basis of traditional examinations and tests, regular based homework and quizzes, analytical case study, team project applying the operations function and process to a real business environment, and class attendance and participation. Examinations and other works will be equally balanced in the final grade.

d. Course Evaluation

Evaluation methods currently in use in the MBA program for all courses will be applied to this course.

4. Consultation

The proposal presented here was developed by a committee formed of all specializations in the College of Business. The committee studied practices of schools comparable in size and mission to Rowan.

CATALOG DESCRIPTION

ADVANCED OPERATIONS MANAGEMENT AND STRATEGY

As one of the core courses in the MBA program, this course is designed to familiarize students with the complexities of operating a manufacturing, as well as, a service organization. This course focuses primarily on gaining a competitive edge by improving functions of operations management. Such functional elements as business forecasting, operations decision making, resources allocation, location and capacity planning, inventory control and management, facility layouts, scheduling, project management, and quality control and management will be covered. Case studies and team projects will also be used to bring a practical application to a more realistic business context.

Prerequisites: Quantitative Methods for Business (Foundation Course) and Integrative Managerial Skills.

**OVERVIEW OF MINOR COURSE REVISION
ADVANCED OPERATIONS MANAGEMENT AND STRATEGY**

The production concepts and techniques that traditionally dealt with operating a factory are being applied to a wide range of activities and situation outside of manufacturing (i.e., in service businesses) as well as in manufacturing. Because of this broadened scope, the field has taken on the name Operations Management, which more closely reflects the diverse nature of activities to which its concepts and techniques are applied. In addition, it is also important to understand the main process of operations in supporting and implementing a company's strategic plan. In order to become a competitive weapon, operations should be visible and proactive in defining the competitive advantage that the company will pursue. Thus this course, with a new course title, will be redesigned/modified to focus on traditional operations tools as well as new strategic operations decision techniques like Operations Strategy, Technology Management, Long-range Capacity and Facility Location, and Quality Control and Management in both manufacturing and service organizations.

PREREQUISITES: 0501.518 and 1701.240