



# MGSM890

## Operations Management

MGSM Term 3 City 2019

*Department of Management*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Lecturer

Rod Lopez

[rod.lopez@mq.edu.au](mailto:rod.lopez@mq.edu.au)

Credit points

4

Prerequisites

Admission to MBA or MMgmt or GradDipMgt or MEngMgt

Corequisites

Co-badged status

Unit description

This unit examines the key issues currently facing all service and manufacturing organisations when creating the products and services. A primary aim of the unit is to illustrate the principles involved in effectively creating a value proposition and how the value transformation process is managed in the organisation and across the value chain. The unit will also examine the strategic contribution that operations management can make to the organisation's long-term success. After placing the activities required of the operations manager into a conceptual framework, the practical issues and difficulties in making operations decisions are examined. Included are the areas of product design conversion processes for making goods and services, planning and control, the impact of e-commerce on operations, supply chain management, and improvement activities.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Synthesise a wide array of business operations data and information to make well-informed and financially robust operational, tactical and strategic decisions.

Analyse, create and execute the design, operations planning and control, and improvement processes in light of social, economic and environmental sustainability.

Critically reflect on the design, analysis and integration of supply chains.

Apply appropriate tools, techniques and frameworks to improve the effectiveness and efficiency of operations.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual contribution</u>	20%	No	Every session
<u>Group presentation</u>	20%	No	Details below
<u>Individual report</u>	20%	No	Details below
<u>Final examination</u>	40%	No	Exam week: 2 - 7 Sep 2019

### Individual contribution

Due: **Every session**

Weighting: **20%**

Your class participation and contribution will be assessed during discussion of class content, exercises and cases. This will be based on the extent to which you appear prepared, the relevance and depth of your comments, reflections on your work experiences or other industry examples, and how you have contributed to the learning experience of the class. Please notify your instructor in advance if you have to miss a class, or if you will be late or leaving early from class.

Further details of this assessment can be found in the assessment guide in the class iLearn page.

On successful completion you will be able to:

- Synthesise a wide array of business operations data and information to make well-informed and financially robust operational, tactical and strategic decisions.
- Analyse, create and execute the design, operations planning and control, and improvement processes in light of social, economic and environmental sustainability.
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### Group presentation

Due: **Details below**

Weighting: **20%**

**Due:**

- Session 7 - Groups 1, 2 and 3
- Session 8 - Groups 4 and 5
- Session 9 – Groups 6, 7 and 8
- Session 10 – Groups 9 and 10

**Duration:** 20 minutes maximum

**Please note:** Syndicate groups will be assigned by the lecturer in session 1 of class.

**Each syndicate group will be required to:**

1. Research and deliver a **20-min** presentation to the class on a specific operations management topic, strictly in the **service industry**, and
2. Submit to the lecturer a **hard copy** of the slides at the beginning of the presentation. The last slide in the presentation should list the specific research sources (e.g. journals, webpages, textbooks, etc.).

**The presentation (and slides) should include the following:**

- Brief description of the topic(s) to be presented – the suggested topics for each syndicate group are listed in the table below. \*\*\*Please note that not all listed topics must be included in the presentation.
- Brief description of one or more service firms which have excelled in the application of the selected topic(s). This will also require a very brief description of the organisation and the services it provides. Please note that service firms include:
  - hospitals
  - medical clinics
  - health care providers
  - call centres
  - retail stores
  - schools and universities
  - IT design and infrastructure
  - telecommunications providers
  - utilities providers
  - government
  - hotels
  - aged care providers
  - child care providers
  - financial services
  - banks

- architectural firms
  - engineering consulting
  - marketing and advertising
  - transportation and distribution services
- The nominated organisation(s) must operate in one or more of these areas and must not be involved in manufacturing or other industry sectors.
  - Achievements obtained by each of the organisation(s), that is, a brief description of what it looks like to excel in the selected topic(s) of Operations Management. Present this with as many visual illustrations as possible and add quantifiable outcomes (e.g. dollar savings, lead time reduction, quality improvement, throughput increase, moral enhancement, etc.)
  - Action plan or implementation approach followed by each organisation in order to achieve this level of excellence. That is, the set of activities (work packages) planned and completed by management in each of the organisations – This is the most important part of the presentation and where most of the focus should be placed. The use of a Gantt chart or similar visual display is highly recommended. This section should also include challenges encountered and tactics used by management in order to overcome these challenges

#### **IMPORTANT ITEMS TO NOTE:**

1. The novelty, originality and applicability of the research will be key assessment criteria as will the level of professionalism displayed in the presentation delivery. This is critical in order to ensure the syndicate group presentations are valuable learning experiences for all students and memorable highlights in the overall delivery of the subject. It is highly recommended that students make extensive use of visual displays and that they come fully prepared. Please note that only 2-3 presenters per group are recommended.
2. As part of the Macquarie University group assessment policy, individual performance within a group assessment must also be assessed. Each group member will be required to submit a one-page summary identifying which parts of the group project they have contributed too, as well as write about their individual key learning/reflection from the research work and how they would generally be able what they learned in their careers.
3. **No extensions will be granted.**

#### **Syndicate group**

##### **Operations management topics**

(must include at least two of the OM tools listed in the topic)

## **Relevant textbook section**

1

Performance measurement, KPIs, balance scorecards, cascading of goals and objectives (corporate goals to business unit objectives), business plan deployment\*\*\*

1, 2, 3, 4, 5

2

Product and process design, simultaneous design, fast service to market, design review process, service launch\*\*\*

6

3

Process technology, use of technology (e.g. eBusiness, automation) and technology innovation as applied to the provision of service\*\*\*

7 & 8

4

Job design and work organisation, ergonomics, job enrichment, employee empowerment, teamwork\*\*\*

9

5

Capacity planning and control, inventory planning and control, ERP, level capacity plans, demand management\*\*\*

10 & 11

6

Supply chain design, managing uncertainty, agile supply chains, supply chain / business continuity\*\*\*

12, 13 & 14

7

Supply chain collaboration, use of technology to enable visibility, collaboration and short lead times across the supply chain\*\*\*

12, 13 & 14

8

Lean thinking, lean implementation, waste elimination, value stream mapping, business process re-engineering\*\*\*

15

9

Continuous improvement and innovation, Kaizen, quality circles, six sigma, PDCA\*\*\*

16 & 17

10

Managing quality of service delivery, lead and lag indicators, TQM, SPC, problem solving process\*\*\*

18 & 19

On successful completion you will be able to:

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## Individual report

Due: **Details below**

Weighting: **20%**

**Due:** Submission in iLearn on or before 5pm (Sydney time) of 30 August 2019

**Length:** 6 pages maximum (including appendices and references) - excludes front cover page of your assignment

Students will be required to write an individual report of 6 pages' maximum (including appendices and references). The most important component of this report is the application of insights, concepts, tools and techniques discussed in class to the student's chosen organisation.

The date of submission is planned after the end of the course to ensure students have the opportunity to review all of the material covered in the subject. Students are required to select and make use of topics studied in class in order to:

1. draw links to a chosen organisation's function, department or operation,
2. conduct a gap analysis and
3. elaborate a detailed action plan designed to improve the operation's operation over a period of 6 – 18 months.

It is highly recommended the chosen organisation be the student's current employer to ensure the assignment is kept real and practical. The report should be written in a concise manner and should be structured in that way that encompasses the following:

1. **Brief description of chosen organisation and section within the organisation,** including a description of the input resources, transformation process and output goods and services.
2. **Gap analysis**
  - **Problem or topic definition.** This section includes the problem or topic definition which is a statement of what your report is about. It defines the main area of opportunity when comparing the current state of the organisation to the best practice tools and techniques studied in class and discussed in the case study
  - **Description of current state.** This includes the issues or factors which draw the organisation back and contribute towards inefficiencies, loss of productivity, long lead time, low quality, waste, low morale, etc.
  - **Description of proposed (future) state.** For each of the factors selected in ii, this section includes a description of the intended state (e.g. 3-week work-in-progress inventory decreased to 1-day work-in-progress inventory, unstructured and ad-hoc product design process to a systematic staged design process; low customer centricity to robust voice of customer programs at all levels in the organisation, etc.)
3. **Implementation plan.** This is the most important part of the report. It **must include a Gantt chart** showing the detailed activities, activity duration, milestones and responsibilities. The implementation plan shows the step by step approach required to close the gap and reach the proposed future state. The selection of the right concepts, tools and techniques is critical to ensure the implementation plan is feasible, pragmatic and real.
4. **References and bibliography**

### Report format

Students will have the freedom to choose the most effective way to structure their report and are encouraged to use “business like” delivery formats that are commonly used in the workplace. Naturally, clarity and structure are critical elements of success. Students are also encouraged to use the available pages wisely and forego dwelling on defining terms that are obvious and already known. The report should be written as professionally in a business-like manner, reflecting its practicality, applicability and relevance to the business.

### Submission details

Students are to submit 1 x soft-copy of their individual report on or before the due date as listed



in the box above. The soft-copy submission will be submitted to Turnitin via the MGSM890 iLearn portal, a program used to ensure the originality of the work undertaken by the submitter.

**Only ONE** single file must be submitted with **ALL** attachments, displays and charts included within. This can be submitted as a Microsoft Word document (.docx or .doc) or Microsoft PowerPoint presentation (.pptx or .ppt). No file attachments, other than the single Microsoft Word file or single Microsoft PowerPoint presentation will be assessed (please ensure all charts are placed in the one file).

Please ensure your **full name**, **student number**, **unit code** (MGSM890), **unit name** (Operations management), **lecturer** (Rod Lopez) and **assignment title** is clearly visible on the front page of your assignment.

**No MGSM individual assignment coversheet is necessary.**

#### **Extensions and penalties:**

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

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## **Final examination**

Due: **Exam week: 2 - 7 Sep 2019**

Weighting: **40%**

**Duration:** 3 hours plus 10 minutes reading time

**Format:** Open book final examination

You are expected to present yourself for examination at the time and place designated in the MGSM examination timetable. The timetable will be available on 10 July 2019

at <https://students.mgsm.edu.au/sydney-students/units/exams/>.

The final examination will be **open book** and concern all the material (assigned readings, class lectures, group presentations and classroom discussions) from the entire unit. The specific format of the exam will be explained in the last class of the term. You can use books, notes and

a non-programmable calculator. Notebook computers, iPads, tablets, PDAs and similar are not allowed.

On successful completion you will be able to:

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## Delivery and Resources

### Required text

Slack, N., Brandon-Jones, A. & Johnston, R. (2016). Operations Management, 8th edition. Pearson Education Australia. ISBN: 9781292098678

**Please note:** Students should only attain the 8th edition of this textbook, which is the only edition this class will be from. Furthermore, this course relies heavily on the learning material provided in the textbook. It is highly advised that students attain the required textbook as soon as possible and familiarise themselves with the textbook material, especially before the start of each class session for sessions with specific allocated chapters (which will be made available in your class iLearn page).

### Where to purchase textbook?

**The Coop Bookshop:** The Coop Bookshop is our main retailer for textbooks and other related academic material. For information on textbook prices and online ordering, please refer to The Co-Op Bookshop webpage at <http://www.coop.com.au>

**Pearson Education Australia – Online store:** This textbook is also available for order via the publisher's online store. For information on textbook prices and online ordering, please refer to the Pearson Education Australia online store at <http://www.pearson.com.au/9781292098678>.

**Disclaimer:** MGSM does not take responsibility for the stock levels of required textbooks from preferred retail outlets and other book retailers. While we advise our preferred book retail outlet, The Co-op Bookshop, of our maximum expected number of students purchasing specific required text each term, The Co-op Bookshop and other book retailers will make their own judgement in regard to their physical holding stock levels. To prevent disappointment if a textbook is out-of-stock, we highly advise students to order their textbooks as early as possible, or if the required textbook is currently out-of-stock, place an order with the book retailer as soon as possible so that these book retailers can monitor demand and supply, and adjust their stock orders accordingly.

## Technology

Access to a personal computer and internet connection is required to access learning material/resources online on Macquarie University's online learning management system called iLearn. It is recommended that students bring their laptop/tablet to class to access and view these learning material/resources during class.

## MGSM iLearn

The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MGSM>

## Lecture slides

Lecture slides will be provided to students only in soft-copy format via the class iLearn page.

## Unit objectives

The basic objectives of this unit are:

- To develop an appreciation of the key issues currently facing the manager of an operational functional area.
- To gain an insight into the appropriate means of applying process based concepts and operational tools and techniques.
- To develop an ability to interrelate the impact of developments made in the operations area with other functional areas and with overall corporate strategy.

## Study requirements

It will be assumed that the assigned reading for each session has been done prior to class. Class time will be spent ensuring that you have understood this material and exploring new developments and extensions to the basic concepts.

Class case discussions and project preparations will be used as methods for active participatory learning. The grade you obtain for them together with the participation grade will measure the effectiveness of the learning process. The primary output measures are written assignments, case study discussions and the final examination. Your understanding of the basic principles on which the unit is based will be measured by the final exam and your ability to apply them measured by the project, assignment and cases.

The mode of assessment will test your skills through a number of ways during this unit: situation investigation and analysis, report writing, verbal and written presentations, the ability to work effectively in teams, participation in class discussions, and examination.

If you are unable to attend a class session or have to arrive late or leave early, please let me know before the session concerned as this will have an obvious impact on the planned syndicate work. If this situation occurs, you should also arrange with a fellow class member to collect any handouts and other information for you.

Formal assessment for this unit is designed to recognise both individual and team effort. This is

consciously done to reflect the business environment where effective teamwork is essential to the achievement of individual success. Please note that class “contribution” and not simply “participation” will be graded; there is a subtle but important difference between the two. After each session, notes will be made of those who made important contributions to the session, as well as other individuals who participated. All of you have significant work experience to contribute to the class: you are strongly encouraged to use that in order to make the class a more productive learning experience for us all!

## Recommended journals

Highly recommended journals

- Harvard business review (HBR)
- Journal of operations management (JOM)
- Production and operations management (POM)
- Journal of Supply Chain Management (JSCM)
- Manufacturing & Service Operations Management (M&SOM),
- International journal of operations and production management (IJOPM)
- McKinsey quarterly

Other related journals

- Academy of management review
- California management review
- Decision sciences
- International journal of technology management
- International journal of service industry management

## Unit Schedule

**Students are required to attend all classes.** This unit will be presented over 10 sessions as follows (*The proposed program might be subject to some minor changes as the term progresses (TBA)*).

**Class sessions are scheduled from:** 6pm to 10pm of every Tuesday starting from 25 June 2019 (session 1) until 27 August 2019 (session 10).

**Final exam week:** 2 - 7 September 2019 (The exam timetable will be available on 10 July 2019 at <https://students.mgsm.edu.au/sydney-students/units/exams/>)

**CBD campus location:** Macquarie University City Campus (MUCC). Level 24, 123 Pitt Street, Sydney (please call the MUCC reception desk on (02) 9234 1700 for any problems entering the premises).

Session	Topics
1	Introduction to operations management

Session	Topics
2	Operations strategy
3	Management of design 1: Processes; Process and information flows
4	Management of design 2: Products and services ; Managing projects
5	Planning and control; Capacity management; inventory management; ERP
6	Supply chain management 1
7	Supply chain management 2; Supply chain collaboration; Managing risk and recovery in supply chains
8	JIT and lean operations
9	Issues in quality management
10	Challenges of operations management; Revision and review

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

#### Learning outcomes

- Synthesise a wide array of business operations data and information to make well-informed and financially robust operational, tactical and strategic decisions.
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- Apply appropriate tools, techniques and frameworks to improve the effectiveness and efficiency of operations.

#### Assessment tasks

- Individual contribution
- Group presentation
- Individual report
- Final examination

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- Synthesise a wide array of business operations data and information to make well-informed and financially robust operational, tactical and strategic decisions.
- Analyse, create and execute the design, operations planning and control, and improvement processes in light of social, economic and environmental sustainability.
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## Assessment tasks

- Individual contribution
- Group presentation
- Individual report
- Final examination

## PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

## Learning outcomes

- Synthesise a wide array of business operations data and information to make well-informed and financially robust operational, tactical and strategic decisions.
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## Assessment tasks

- Individual contribution
- Group presentation
- Individual report
- Final examination

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

## Learning outcomes

- Synthesise a wide array of business operations data and information to make well-



informed and financially robust operational, tactical and strategic decisions.

- Analyse, create and execute the design, operations planning and control, and improvement processes in light of social, economic and environmental sustainability.
- Critically reflect on the design, analysis and integration of supply chains.
- Apply appropriate tools, techniques and frameworks to improve the effectiveness and efficiency of operations.

## **Assessment tasks**

- Individual contribution
- Group presentation
- Individual report
- Final examination

## **PG - Effective Communication**

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

## **Learning outcomes**

- Synthesise a wide array of business operations data and information to make well-informed and financially robust operational, tactical and strategic decisions.
- Analyse, create and execute the design, operations planning and control, and improvement processes in light of social, economic and environmental sustainability.
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## **Assessment tasks**

- Individual contribution
- Group presentation
- Individual report
- Final examination

## **PG - Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able

to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

## Learning outcomes

- Synthesise a wide array of business operations data and information to make well-informed and financially robust operational, tactical and strategic decisions.
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## Assessment tasks

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- Final examination

## Alignment with MGSM's mission-driven attributes

- **Leadership:** Develop skills required of leaders with respect to the synthesis of a wide array of operations information in order to make well-informed and financially robust operational, tactical and strategic decisions.
- **Global mindset:** Assessment of the implications of strategic decisions from a whole of entity perspective, across a wide spectrum of stakeholders and diverse international contexts.
- **Citizenship:** Apply a true and fair view approach to operations activities where discretion exists related to accountability and ethical practices.
- **Creating sustainable value:** Adoption of a forward-looking perspective on the impact of decisions on the operations position vis-à-vis business, environmental and social sustainability.

## Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such

circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>.

## Content Disclaimer

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.

## Changes since First Published

Date	Description
25/06/2019	Number of groups presenting increased due to large class size. This is reflected in the due date for the group presentations.