

# MGB 252

## Managing for Operational Excellence

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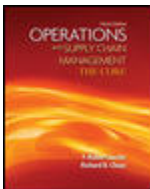
Spring 2013 – Bay Area

### **Course Description:**

We explore the management of operations for service and manufacturing organizations including the strategic implications of the methods used. We consider demand forecasting, capacity planning, production planning, and system evaluation. The course makes use of quantitative models to enable a deep understanding of the issues related to logistics and operations that face all managers. We consider the international aspects of many of the models.

### **Required Text**

Operations and Supply Chain Management: The Core with Connect Plus, 3rd Edition



F. Robert Jacobs, INDIANA UNIV BLOOMINGTON  
Richard B Chase, UNIV OF SOUTHERN CALIFORNIA  
Hardcover with access card  
©2013, ISBN-13 9780077636517

### **Grading**

Grades will be based on assigned homework, a midterm and a final exam. Late homework will receive 10% per day fewer points. Homework is due by 2pm on the date listed on the syllabus.

Laptops: Laptops are not required, but will be useful for the Optimization lecture. In general, please remember to avoid using your laptop in a way that distracts other students.

## Due Dates

| Date        | Read Chapter(s)   | Problems Due                     | Points   |
|-------------|---|----------------------------------|----------|
| April 5     | <b>1,7</b> (Intro, Services and Queuing)<br><b>10</b> (QA and 6 Sigma)                                  | Your view of POM                 | 5        |
| April 19    | <b>5</b> (Project Management)<br>Optimization; Appendix A   | 7.5, 7, 8, 19; 10.3, 4, 7, 12    | 40       |
| May 3       | Demand Management and<br>Forecasting; Chapter 3<br>Aggregate Planning; Chapter 8                        | 5.1, 4, 7; A3, 10                | 25       |
| May 17      | <b>Mid-term (May 18)</b><br>Inventory; Chapter 11<br>Inventory; Planning; Chapter 9<br>(mrp); 12 (lean) | 3.2, 8, 11; 8.2, 6               | 100 + 25 |
| May 31      | Planning; Learning Curves;<br>Appendix 4A   |                                  |          |
|             | ERP; Review   | 11.1, 3, 16, 20; 9.2, 9; 4A.3, 5 | 40       |
| June 7 or 8 | <b>Final</b>  |                                  | 200      |

Most homework is done on-line and must be done by the beginning of class.

Once you have your book, go to this web page and click register:

[http://connect.mcgraw-hill.com/class/d\\_woodruff\\_bay\\_2013](http://connect.mcgraw-hill.com/class/d_woodruff_bay_2013)

You may get help on the homework from anyone, but only you should enter your work in the computer.

The “Your View of POM” assignment is to produce a one paragraph discussion of a particular problem or a broad issue in managing an operation of any kind that you find interesting or important. It should be based on your own experience. Please bring it to class the first day, if possible (late homework will be accepted for this assignment, though).