



Course Specifications

Course Title:	Operations Management
Course Code:	MGT1311
Program:	Bachelors in Marketing
Department:	Marketing
College:	Business Administration
Institution:	Dar Al Uloom University

Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes	3
1. Course Description	3
2. Course Main Objective.....	3
3. Course Learning Outcomes	4
C. Course Content	4
D. Teaching and Assessment	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students	5
E. Student Academic Counseling and Support	5
F. Learning Resources and Facilities	6
1. Learning Resources	6
2. Facilities Required.....	6
G. Course Quality Evaluation	6
H. Specification Approval Data	6

A. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 5 / Third year
4. Pre-requisites for this course (if any): STAT 1221
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	32
2	Laboratory/Studio	
3	Tutorial	13
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

<p>1. Course Description</p> <p>This course introduces concepts, principles, problems, and practices of operations management. It focuses on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management.</p>
<p>2. Course Main Objective</p> <p>The objective of the course is to:</p> <ol style="list-style-type: none"> 1. Develop an understanding of and an appreciation for the production and operations management function in any organization. 2. Understand the importance of productivity and competitiveness to both organizations and nations.

3. Understand the importance of an effective production and operations strategy to an organization.
4. Understand the various production and operations design decisions and how they relate to the overall strategies of organizations.
5. Understand the importance of product and service design decisions and its impact other design decisions and operations.
6. Obtain an understanding of quality management practice in organizations and how total quality management facilitate organizational effectiveness.
7. Understand the relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling.
8. Understand the roles of inventories and basics of managing inventories in various demand settings.
9. Understand contemporary operations and manufacturing organizational approaches and the supply-chain management activities and the renewed importance of this aspect of organizational strategy.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Demonstrate knowledge and understanding of the impact of business environment factors on the operations management	K1
1.2	Demonstrate advanced knowledge and understanding of the qualitative & quantitative tools for managing business operations	K2
2	Skills :	
2.1	Apply the main techniques, concepts, and tools related to operation management	S1
2.2	Analyze the business environment factors and its effect on the Operations decisions.	S2
2.3	Applying quantitative analysis tools, and problem-solving methodologies in operation management situations.	S4
3	Values:	
3.1	Demonstrate a comprehensive group /individual activity in coordination with the given guidelines.	V1
3.2	Demonstrate leadership in finding innovative and practical solutions for operation management problems.	V2

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to OM and Operations Strategy for Competitiveness.	5
2	Project Management	6
3	Process and decision-making Analysis	6
4	Demand Management and Forecasting.	7
5	Location	7
6	Managing inventory systems	7
7	Quality management	3
8	Quality control	4

Total	45
--------------	----

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Demonstrate knowledge and understanding of the impact of business environment factors on the operations management	Direct (Lectures and Discussion)	Exams, Assignments
1.2	Demonstrate advanced knowledge and understanding of the qualitative & quantitative tools for managing business operations		
2.0	Skills		
2.1	Apply the main techniques, concepts, and tools related to operation management	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Exams, Quizzes Assignments Project
2.2	Analyze the business environment factors and its effect on the Operations decisions.		
2.3	Applying quantitative analysis tools, and problem-solving methodologies in operation management situations.		
3.0	Values		
3.1	Demonstrate a comprehensive group /individual activity in coordination with the given guidelines	Students group Independent study or Group work	Project and Discussions
3.2	Demonstrate leadership in finding innovative and practical solutions for operation management problems.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Projects	Continuous	10%
2	Participation /	Continuous	10%
3	Assessments /homework / Quiz	Continuous	10%
4	Mid term	9	30%
5	Final Exam	16	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.

3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.
5. Online discussion, instant messaging and calls through the Microsoft Teams messenger.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Operations Management , 14th Edition, Author: William Stevenson, copy right@2021 by McGraw Hill, ISBN: 9781260238891 https://connect.mheducation.com/connect
Essential References Materials	Research paper from Journals, Articles from Magazines will be provided.
Electronic Materials	Study materials are available through online resources available from the publisher https://connect.mheducation.com/connect & Electronic materials posted on the course LMS.
Other Learning Materials	Microsoft Excel and software

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom and Laboratories.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show, smart boards and software.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students Faculty members	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT Department Council
Reference No.	Council meeting No.1
Date	27/9/2022

