



Course Specifications

Course Title:	OPERATIONS MANAGEMENT
Course Code:	MGT1311
Program:	Bachelor in Marketing
Department:	Marketing
College:	College of 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.....	4
3. Course Learning Outcomes	4
C. Course Content	5
D. Teaching and Assessment	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students	6
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities	6
1. Learning Resources	6
2. Facilities Required.....	6
G. Course Quality Evaluation	7
H. Specification Approval Data	7

7. 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: 6
4. Pre-requisites for this course (if any): MGT1211 & MATH1121
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	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects/Research Essays/Theses	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course introduces concepts, principles, problems, and practices of operations management. It focusses 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.

2. Course Main Objective

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:	
1.1	Identify qualitative / quantitative tools for managing business operations	K5
1.2	Describe the impact of Business environment factors on Operations management	K1
2	Skills:	
2.1	Evaluate the business environment factors effects on the Operations decisions.	S3
3	Competence:	
3.1	Demonstrate interpersonal skills necessary to be successful in teams to implement and coordinate organizational activities.	C1
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.	C3
3.3	Demonstrate ability to prepare a report on issues related to OM in written formats.	C5

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to OM and Operations Strategy for Competitiveness.	3
2	Project Management	6
3	Process and decision making Analysis	6
4	Supply Chain Management.	6
5	Capacity Management and JIT.	6
6	Demand Management and Forecasting.	6
7	Location	3
8	Layout strategies	3
9	Managing inventory	3
10	Quality management and Quality control	3
11	Operations scheduling and sequencing	3
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		
1.1	Identify qualitative / quantitative tools for managing business operations	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Written test <ul style="list-style-type: none"> • True/Fales • MCQs • Essay questions
1.2	Describe the impact of Business environment factors on Operations management		
2.0	Skills		
2.1	Evaluate the business environment factors effects on the Operations decisions.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Written test <ul style="list-style-type: none"> • True/Fales • MCQs • Essay questions
3.0	Competence		
3.1	Demonstrate interpersonal skills necessary to be successful in teams to implement and coordinate organizational activities.	<ul style="list-style-type: none"> • Independent study 	<ul style="list-style-type: none"> • case study analysis

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.		
3.3	Demonstrate ability to prepare a report on issues related to OM in written formats.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Attendance and participation		10%
2	HomeWorks/ Projects		20%
3	Mid term		30%
4	Final Exam		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. Instracuor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Williamson Stevenson, Operations Management, 10 th edition, McGraw Hill, 2009.
Essential References Materials	Heizer, J. & Render, B. Operations Management;. (2008). (6th Edition). New York, McGraw-Hill/Irwin.
Electronic Materials	Digital Saudi Library
Other Learning Materials	Case Videos

2. Facilities Required

Item	Resources
Accommodation	Classroom.

Item	Resources
(Classrooms, laboratories, demonstration rooms/labs, etc.)	
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
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.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> 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	08/09/2019

