



Course Specifications (Postgraduate Degree)

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| Course Title: | Production and Operations Management |
| Course Code: | OM512 |
| Program: | Master of Business Administration - MBA |
| Department: | |
| College: | College of Business Administration - COB |
| Institution: | Dar Al Uloom University |

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A. Course Identification

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|---|
| 1. Credit hours: 3 |
| 2. Course type <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective |
| 3. Level/year at which this course is offered: First year/Second semester |
| 4. Pre-requisites for this course (if any): All Level 1 courses |
| 5. Co-requisites for this course (if any): |

6. Mode of Instruction (mark all that apply)

| No | Mode of Instruction | Contact Hours | Percentage |
|----|-----------------------|----------------|----------------|
| 1 | Traditional classroom | 45 | 100 |
| 2 | Blended | Not Applicable | Not Applicable |
| 3 | E-learning | | |
| 4 | Distance learning | | |
| 5 | Other | | |

7. Actual Learning Hours (based on academic semester)

| No | Activity | Learning Hours |
|--------------|-------------------|----------------|
| 1 | Lecture | 45 |
| 2 | Laboratory/Studio | Not Applicable |
| 3 | Seminars | |
| 4 | Others (specify) | |
| Total | | |

B. Course Objectives and Learning Outcomes

1. Course Description

Operations Management (OM) is concerned with the management of resources and activities that yield the final output for stakeholders regardless of the type of organization. Efficient and effective operations can provide an organization with major competitive advantages since the ability to timely respond to stakeholder requirements, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share. As competition becomes fiercer in an increasingly open and global marketplace, an organization's survival and growth become greatly contingent on its ability to run its operations efficiently and to exploit its resources productively.

The course focuses on the theoretical aspects and practical concepts, issues, and techniques for efficient and effective operations. Special emphasis is placed on process improvement and supply chain management. Topics include operations strategy, product and service design, process design and analysis, capacity planning, lean production systems, materials and inventory management, quality management and six sigma, project management, and supply chain management.

2. Course Main Objective

This course develops students' abilities in several key areas, enabling them to:

- Understand the strategic role of operations management in creating and enhancing a firm's competitive advantages.
- Thoroughly explain key concepts and issues of Operations Management as they apply to both manufacturing and service organizations.
- Evaluate the interdependence of the operations function with the other key functional areas of an organization.
- Apply analytical skills and problem-solving tools to the analysis of the operations problems.

3. Course Learning Outcomes

| Course Learning Outcomes (CLOs) | | Aligned PLOs* |
|---------------------------------|--|---------------|
| 1 | Knowledge and understanding | |
| 1.1 | Possess thorough knowledge and critical understanding of the main areas of operations management including principal concepts and facts, principles, and theories and their current application to operations management professional practice. | PLOK1 |
| 1.2 | Aware of recent regulatory provisions in the local and international business environment that might affect organizations' operations and supply chains. | PLOK3 |
| 1.3 | Possess knowledge and deep specialized understanding of how new knowledge is developed and applied and the effects of recent research on the store of knowledge in the field of operations management and on associated professional practice. | PLOK4 |
| 2 | Skills: | |
| 2.1 | Consistently apply practical and theoretical knowledge of operations management models, theories, and techniques in critically dealing with a wide range of advanced novel and unpredictable business administration professional contexts and develop original and creative responses to issues and problems. | PLOS1 |
| 2.2 | Solving business-related problems by evaluating and using different models and techniques of operations management. | PLOS3 |
| 2.3 | Use written and verbal communication technology media in investigating and processing information related to operations management issues . | PLOS6 |
| 3 | Values: | |
| 3.1 | Express opinions with confidence and a sense of accountability and commitment to personal, professional, and academic ethics in strategic management issues in a global world. | PLOV2 |
| 3.2 | Take initiative in professional operations management planning for learning and professional work and represent the passion for knowledge; which leads to ongoing development; and decisions that result in a fundamental change or progress independently. | PLOV3 |

* Program Learning Outcomes

C. Course Content

| No | List of Topics | Contact Hours |
|--------------|--|---------------|
| 1 | Introduction to operations and supply chain management | 3 |
| 2 | Quality management | 3 |
| 3 | Statistical process control | 6 |
| 4 | Product and service design | 3 |
| 5 | Processes and technology | 3 |
| 6 | Capacity and facilities design | 3 |
| 7 | Supply chain management strategy and design | 6 |
| 8 | Global supply chain procurement and distribution | 3 |
| 9 | Inventory management | 6 |
| 10 | Sales and operations planning | 3 |
| 11 | Resource planning | 3 |
| 12 | Lean systems | 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 and Understanding | | |
| 1.1 | Exhibit thorough knowledge and critically understating of principle concepts, models, theories, and terminology of strategic management. | <ul style="list-style-type: none"> Lectures In-class Discussions Tutorials Internet Search Use of textbooks and reference material | <ul style="list-style-type: none"> Oral Presentations Oral Examinations Quizzes Problem-Solving Exercises Written Examinations |
| 1.2 | Possess knowledge and deep specialized understanding of how new knowledge of strategic management is developed and applied in the field of business administration and on associated professional practice. | | |
| 1.3 | Aware of recent regulatory provisions in the local and international business environment that might affect organizations' operations and supply chains. | | |
| 2.0 | Skills: | | |
| 2.1 | Consistently apply practical and theoretical knowledge of strategic management models, theories, and techniques in critically dealing with a wide range of advanced novel and unpredictable business administration professional contexts and develop | <ul style="list-style-type: none"> Case-Study Learning Seminars | <ul style="list-style-type: none"> Oral Presentations Oral Examinations Problem-Solving Exercises |

| Code | Course Learning Outcomes | Teaching Strategies | Assessment Methods |
|------|--|---|---|
| | <i>original and creative responses to issues and problems.</i> | <ul style="list-style-type: none"> • Use of Self-Study and e-Learning Material | <ul style="list-style-type: none"> • Written Examinations |
| 2.2 | <i>Solving business-related problems by evaluating and using different models and techniques of strategic management.</i> | | |
| 2.3 | <i>Use written and verbal communication technology media in investigating and processing information related to strategic management issues.</i> | <ul style="list-style-type: none"> • Case-Study Learning • Seminars • Use of Self-Study and e-Learning Material | <ul style="list-style-type: none"> • Peer Evaluation • Oral Presentations • Practical Reports • Written Examinations • Project |
| 3.0 | Values: | | |
| 3.1 | <i>Express opinions with confidence and a sense of accountability and commitment to personal, professional, and academic ethics in strategic management issues in a global world.</i> | <ul style="list-style-type: none"> • Group Work • Self-Directed Study • Reflective Written Work • Computer Software Application | <ul style="list-style-type: none"> • Project • Oral Presentations • Written Exams |
| 3.2 | <i>Take initiative in professional Strategic management planning for learning and professional work, and represent the passion for knowledge; which leads to ongoing development; and decisions that result in a fundamental change or progress independently.</i> | | |

2. Assessment Tasks for Students

| # | Assessment task* | Week Due | Percentage of Total Assessment Score |
|---|-------------------------------------|------------------------------|--------------------------------------|
| 1 | Assignments and Presentation | Ongoing | 20% |
| 2 | Quiz / Participation | 4, 6, 11/during the semester | 10% |
| 3 | Midterm Exam | 8 | 30% |
| 4 | 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 the availability of faculty and teaching staff for individual student consultations and academic advice:

1. Five 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.

F. Learning Resources and Facilities

1. Learning Resources

| | |
|--------------------------------------|---|
| Required Textbooks | <ul style="list-style-type: none"> • إدارة الإنتاج والعمليات: تطبيقات وتدريبات عملية (2016)، نبيل محمد مرسي خليل، الطبعة الثانية، خوارزم للنشر، ردمك 3-27-8122-603-978 |
| Essential Reference Materials | Operations Management (2018), William Stevenson, 13 th Edition, McGraw Hill, ISBN 978-1-259-66747-3 |
| Electronic Materials | <ul style="list-style-type: none"> • Learning Management System (LMS). • Websites. • Saudi Digital Library |
| Other Learning Materials | Microsoft Office 365 |

2. Educational and research Facilities and Equipment Required

| Item | Resources |
|--|---|
| Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) | A large enough classroom to accommodate up to 30 students will be used one day a week or two days a week, each one will last one hour and a half. |
| Technology Resources (AV, data show, Smart Board, software, etc.) | LMS, Internet connection and Microsoft Excel software are required. Students are encouraged to bring their own laptops |
| Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list) | Library |

G. Course Quality Evaluation

| Evaluation Areas/Issues | Evaluators | Evaluation Methods |
|--|----------------------------------|--------------------|
| Effectiveness of teaching and assessment | Student, Faculty & Peer Reviewer | Direct |

| Evaluation Areas/Issues | Evaluators | Evaluation Methods |
|---------------------------------------|------------------------------|---------------------------|
| Extent of achieving learning outcomes | Faculty & Course Coordinator | Direct |
| Quality of learning resources | Student & peer Reviewer | Indirect |

Evaluation Areas/Issues (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 | COB Postgraduates Council |
| Reference No. | MOM 1/2020-2021 |
| Date | 6/09/2020 |


