# Washtenaw Community College Comprehensive Report

## BMG 273 Managing Operations
## Effective Term: Spring/Summer 2023

### Course Cover

**College:** Business and Computer Technologies
**Division:** Business and Computer Technologies
**Department:** Business
**Discipline:** Business Management
**Course Number:** 273
**Org Number:** 13210
**Full Course Title:** Managing Operations
**Transcript Title:** Managing Operations
**Is Consultation with other department(s) required:** No
**Publish in the Following:** College Catalog , Time Schedule , Web Page
**Reason for Submission:** Three Year Review / Assessment Report
**Change Information:**
    **Consultation with all departments affected by this course is required.**
    **Outcomes/Assessment**
**Rationale:** Revise three course outcomes to reflect the role of operations management, evaluate the processes that drive profitability, and identify process measures. Omit two outcomes improperly designed with improper measures.
**Proposed Start Semester:** Fall 2022
**Course Description:** In this course, students will be introduced to the fundamental processes of managing and controlling a variety of operations. Students will learn concepts in operations management that are recognized as important factors in business, including work processes, project management, scheduling and inventory management, quality tools, managing human resources on projects and in teams, and customer management. It is recommended that students have basic supervision knowledge obtained from previous coursework or work experience.

### Course Credit Hours

**Variable hours:** No
**Credits:** 3
**Lecture Hours: Instructor:** 45 **Student:** 45
**Lab: Instructor:** 0 **Student:** 0
**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45
**Repeatable for Credit:** NO
**Grading Methods:** Letter Grades
Audit
**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

Level 2

## Requisites

## General Education

## Request Course Transfer
**Proposed For:**

## Student Learning Outcomes

1. Apply the role of operations management.
    **Assessment 1**
    Assessment Tool: Outcome-related exam questions
    Assessment Date: Fall 2024
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Answer key
    Standard of success to be used for this assessment: 70% of the students will score 70% or higher.
    Who will score and analyze the data: Departmental faculty

2. Evaluate operations processes that drive profitability.
    **Assessment 1**
    Assessment Tool: Outcome-related exam questions
    Assessment Date: Fall 2024
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Answer key
    Standard of success to be used for this assessment: 70% of the students will score 70% or greater.
    Who will score and analyze the data: Departmental faculty

3. Identify decisions related to process measures.
    **Assessment 1**
    Assessment Tool: Outcome-related exam questions
    Assessment Date: Fall 2024
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Answer key
    Standard of success to be used for this assessment: 70% of the students will score 70% or greater.
    Who will score and analyze the data: Departmental faculty

## Course Objectives
1. Evaluate technology as a source of competitive advantage for an operation.
2. Interpret corporate goals and objectives, and implement action plans for daily operations.
3. Prepare, monitor and administer a budget.
4. Analyze deviations of actual expenses and determine if corrective actions are warranted.
5. Recognize the distinction between controllable and uncontrollable cost in how they relate to the budget process.
6. Communicate financial results graphically and with narratives.
7. Associate costs to appropriate activities in the business.

8. Develop a "what if" analysis to compare scenarios for decision-making.
9. Calculate and analyze return on investment measures.
10. Evaluate cash flow and recognize strategies related to the management of cash flow.
11. Manage the purchasing process and inventory control to meet customer demand.
12. Develop projections for effective purchasing.
13. Define and evaluate the cost of inventory.
14. Outline effective inventory management procedures/strategies.
15. Explain the benefit versus cost relationship of viewing employees as human capitol.
16. Create a budget that accounts for staffing levels and high level service.
17. Evaluate investments in employees (training).
18. Define the role of productivity on capacity and profit levels.
19. Outline scheduling procedures that maintain costs and capacity.
20. Analyze sales revenue of various products/services in order to understand customer-buying habits.
21. Develop strategies for enhancing the business unit.
22. Design systems to collect customer feedback as it relates to product/service offering.
23. Analyze customer feedback and make appropriate recommendations for change.
24. Quantify the value of repeat customers versus new customers.
25. Quantify the cost and return on customer service investments.

## New Resources for Course

## Course Textbooks/Resources
Textbooks
Collier & Evans. *OM 2*, 2 ed. Cengage, 2011, ISBN: 13 978-0-538-.
Manuals
Periodicals
Software

## Equipment/Facilities
Level III classroom

| Reviewer | Action | Date |
|---|---|---|
| **Faculty Preparer:** | | |
| *Donna Rochester* | *Faculty Preparer* | *May 10, 2022* |
| **Department Chair/Area Director:** | | |
| *Douglas Waters* | *Recommend Approval* | *Jun 21, 2022* |
| **Dean:** | | |
| *Eva Samulski* | *Recommend Approval* | *Jun 22, 2022* |
| **Curriculum Committee Chair:** | | |
| *Randy Van Wagnen* | *Recommend Approval* | *Oct 03, 2022* |
| **Assessment Committee Chair:** | | |
| *Shawn Deron* | *Recommend Approval* | *Oct 11, 2022* |
| **Vice President for Instruction:** | | |
| *Victor Vega* | *Approve* | *Oct 13, 2022* |

# Washtenaw Community College Comprehensive Report

## BMG 273 Managing Operations
## Effective Term: Winter 2013

## Course Cover

**Division:** Business and Computer Technologies
**Department:** Business
**Discipline:** Business Management
**Course Number:** 273
**Org Number:** 13210
**Full Course Title:** Managing Operations
**Transcript Title:** Managing Operations
**Is Consultation with other department(s) required:** No
**Publish in the Following:** College Catalog , Time Schedule , Web Page
**Reason for Submission:** Three Year Review / Assessment Report
**Change Information:**
   **Outcomes/Assessment**
**Rationale:** Changes and update based on course assessment.
**Proposed Start Semester:** Winter 2012
**Course Description:** This course introduces students to the fundamental processes of managing and controlling a variety of operations. It includes concepts in operations management that are recognized as important factors in business such as work processes, project management, scheduling and inventory management, quality tools, managing human resources on projects and in teams, and customer management. It is recommended that students have basic supervision knowledge obtained from previous coursework or work experience.

## Course Credit Hours

**Variable hours:** No
**Credits:** 3
**Lecture Hours: Instructor:** 45 **Student:** 45
**Lab: Instructor:** 0 **Student:** 0
**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45
**Repeatable for Credit:** NO
**Grading Methods:** Letter Grades
Audit
**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

## College-Level Reading and Writing

College-level Reading & Writing

## College-Level Math
## Requisites
## General Education
## Request Course Transfer

**Proposed For:**

## Student Learning Outcomes

1. Compare and contrast the roles of operations management and managing operations.
   **Assessment 1**
   **Assessment Tool:** Comprehensive Exam
   **Assessment Date:** Winter 2015
   **Assessment Cycle:** Every Three Years
   **Course section(s)/other population:** All sections
   **Number students to be assessed:** All students, all sections
   **How the assessment will be scored:** Answer key and departmentally-developed rubric.
   **Standard of success to be used for this assessment:** 70% of the students will score 70% or higher.
   **Who will score and analyze the data:** Instructor with department review.

2. Review a business operation to evaluate and communicate the processes, measures, and goals that drive the profitability of the business.
   **Assessment 1**
   **Assessment Tool:** Comprehensive Exam
   **Assessment Date:** Winter 2015
   **Assessment Cycle:** Every Three Years
   **Course section(s)/other population:** All students, all sections
   **Number students to be assessed:** All students, all sections
   **How the assessment will be scored:** Answer key and departmentally-developed rubric.
   **Standard of success to be used for this assessment:** 70% of the students will score 70% or greater.
   **Who will score and analyze the data:** Instructor with department review.

3. Critically evaluate as well as make and communicate decisions relating to profits, people (productivity) and the product (processes).
   **Assessment 1**
   **Assessment Tool:** Comprehensive Exam
   **Assessment Date:** Winter 2015
   **Assessment Cycle:** Every Three Years
   **Course section(s)/other population:** All students, all sections
   **Number students to be assessed:** All students, all sections
   **How the assessment will be scored:** Answer key and departmentally-developed rubric.
   **Standard of success to be used for this assessment:** 70% of the students will score 70% or greater.
   **Who will score and analyze the data:** Instructor with department review.

4. Quantify decisions in terms of cost relating to scheduling, budgeting, cost control, cost cutting, profit maximization and customer service.
   **Assessment 1**
   **Assessment Tool:** Comprehensive Exam
   **Assessment Date:** Winter 2015
   **Assessment Cycle:** Every Three Years
   **Course section(s)/other population:** All students, all sections
   **Number students to be assessed:** All students, all sections
   **How the assessment will be scored:** Answer key and departmentally-developed rubric.
   **Standard of success to be used for this assessment:** 70% of the students will score 70% or greater.
   **Who will score and analyze the data:** Instructor with department review.

5. Identify potential profit opportunities and quantify their contribution to profits.
   **Assessment 1**

**Assessment Tool:** Comprehensive Exam
**Assessment Date:** Winter 2015
**Assessment Cycle:** Every Three Years
**Course section(s)/other population:** All students, all sections
**Number students to be assessed:** All students, all sections
**How the assessment will be scored:** Answer key and departmentally-developed rubric.
**Standard of success to be used for this assessment:** 70% of the students will score 70% or greater.
**Who will score and analyze the data:** Instructor with department review.

## Course Objectives

1. Evaluate technology as a source of competitive advantage for an operation.
   **Matched Outcomes**
2. Interpret corporate goals and objectives, and implement action plans for daily operations.
   **Matched Outcomes**
3. Prepare, monitor and administer a budget.
   **Matched Outcomes**
4. Analyze deviations of actual expenses and determine if corrective actions are warranted.
   **Matched Outcomes**
5. Recognize the distinction between controllable and uncontrollable cost in how they relate to the budget process.
   **Matched Outcomes**
6. Communicate financial results; graphically and with narratives.
   **Matched Outcomes**
7. Associate costs to appropriate activities in the business.
   **Matched Outcomes**
8. Develop a "what if" analysis to compare scenarios for decision-making.
   **Matched Outcomes**
9. Calculate and analyze return on the investment measures.
   **Matched Outcomes**
10. Evaluate cash flow and recognize strategies related to the management of cash flow.
    **Matched Outcomes**
11. Manage the purchasing process and inventory control to meet customer demand.
    **Matched Outcomes**
12. Develop projections for effective purchasing.
    **Matched Outcomes**
13. Define and evalaute the cost of inventory.
    **Matched Outcomes**
14. Outline effective inventory managment procedures/strategies.
    **Matched Outcomes**
15. Recognize employees are human capital and how this investment can yield benefit - versus cost.
    **Matched Outcomes**
16. Learn how to maintain staffing levels within budget and ensure service is not negatively affected.
    **Matched Outcomes**
17. Evaluate investments in employees (training).
    **Matched Outcomes**
18. Define the role of productivity on capacity and profit levels.
    **Matched Outcomes**
19. Outline scheduling procedures that maintain costs and capacity.
    **Matched Outcomes**
20. Analyze sales revenue of various products/services in order to understand customer-buying habits.
    **Matched Outcomes**
21. Develop strategies for enhancing the business unit.
    **Matched Outcomes**

22. Design systems to collect customer feedback as it relates to product/service offering.
    **Matched Outcomes**
23. Analyze customer feedback and make appropriate recommendations for change.
    **Matched Outcomes**
24. Quantify the value of repeat customers versus new customers.
    **Matched Outcomes**
25. Quantify the cost and return on customer service investments.
    **Matched Outcomes**

## New Resources for Course
## Course Textbooks/Resources
Textbooks
Collier & Evans. *OM 2*, 2 ed. Cengage, 2011, ISBN: 13 978-0-538-.
Manuals
Periodicals
Software
Management Simulation. Knowledge Matters, 2 ed.
https://prosim2.knowledgematters.com Online Restaurant Management Simulation.

## Equipment/Facilities
Level III classroom

| Reviewer | Action | Date |
| --- | --- | --- |
| **Faculty Preparer:** | | |
| *Kimberly Hurns* | *Faculty Preparer* | *Mar 06, 2012* |
| **Department Chair/Area Director:** | | |
| *Colette Young* | *Recommend Approval* | *Mar 09, 2012* |
| **Dean:** | | |
| *Rosemary Wilson* | *Recommend Approval* | *Aug 14, 2012* |
| **Vice President for Instruction:** | | |
| *Stuart Blacklaw* | *Approve* | *Sep 17, 2012* |