

MS3123: WORKSHOP ON GLOBAL OPERATIONS AND SUPPLY CHAIN MANAGEMENT PRACTICES

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Workshop on Global Operations and Supply Chain Management Practices

Subject Code

MS - Department of Decision Analytics and Operations

Course Number

3123

Academic Unit

Department of Decision Analytics and Operations (DAOS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

MS3124 Global Supply Chain Management

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course provides students with a way to apply conceptual material about operations management to real-world business practices of multinational corporations. develop students' analytical ability to identify key issues related to the global operations management, and to utilize limited resources to provide alternatives and to make recommendations to meet customers' demands and expectations in the most efficient way. Expose students in engaging with confrontational activities involving people with different points of views and more importantly, learn how to work toward consensus during decision making process.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Recognize and articulate the significance of operations management in major functional activities, including product and service design, information systems, production planning and control, inventory management, warehouse management, forecasting, customer services, and quality management.	10	x		
2	Identify and analyze the technical and management requirements necessary for implementing an integrated operations management system between a company and its network of suppliers, partners, and customers.	10		x	
3	Evaluate and address the major operational and management challenges faced in implementing an integrated management strategy from a global perspective.	30		x	
4	Apply analytical and problem-solving skills to generate feasible solutions to real-world problems in operations management.	30			x
5	Communicate effectively in oral and written English, presenting findings in a professional manner.	20		x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Case studies and participate in class discussions	Students will team up with their classmates to recognize the importance of operations management in areas such as product and service design, information systems, production planning and control, inventory management, warehouse management, forecasting, customer services, and quality management.	1, 2, 3, 4, 5 3 hrs/wk
2	Group projects	Students will work in groups to identify and analyze the technical and management requirements for implementing an integrated operations management system with suppliers, partners, and customers.	1, 2, 3, 4, 5 3 hrs/wk
3	Presentations	Students will deliver presentations, and write detailed reports on project findings, ensuring clear and professional communication in both oral and written English.	4, 5 3 hrs/wk
4	Company Visits	Students will engage in company visits organized by the lecturer to observe and evaluate real-world operational and management challenges. Reflect on these experiences through assignments that require evaluating these challenges from a global perspective.	3, 4 N/A

5	Reflective activities	Students will reflect and report on their overall learning experiences gained from the course. Students will write and compile the post-visit report in which they reflect on their learning from the visits, and they relate their practical experience to theory	1, 2, 3, 4, 5	3hr/wk
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Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Presentation	1, 2, 3, 4, 5	30	Students collaborate to formally present their discussion of operational issues and their abilities to analyze and to solve business problems
2	In-class exercises & discussion	1, 2, 3, 4, 5	20	Students participate in in-class exercises and discussions that involve analyzing case studies, sharing insights, and debating the importance of various operations management functions
3	Post visit reports	1, 2, 3, 4, 5	20	Students write and compile a post-visit report in which they collect relevant industry data and discover how they can relate their practical experience to the theoretical concepts learned in the course.
4	Learning reflection reports	1, 2, 3, 4, 5	30	Students write and reflect upon their learning experiences and challenges. It logs all students’ learning processes and activities including the outcomes of their research; issues and solutions to problems.

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Presentation

Criterion

Collaborate in groups to identify and analyze the technical and management requirements for implementing an integrated operations management system Present finding in an oral presentation.

Excellent (A+, A, A-)

Comprehensive analysis, innovative solutions, and highly professional presentation with clear, articulate delivery.

Good (B+, B, B-)

Thorough analysis, good solutions, and professional presentation with effective delivery.

Fair (C+, C, C-)

Adequate analysis, workable solutions, and clear presentation with satisfactory delivery.

Marginal (D)

Basic analysis, minimal solutions, and understandable presentation with limited delivery.

Failure (F)

Inadequate analysis, poor solutions, and unclear presentation with ineffective delivery.

Assessment Task

In-class exercises & discussion

Criterion

Participate in in-class exercises and discussions focused on analyzing case studies and debating the importance of various operations management functions.

Excellent (A+, A, A-)

Strong evidence of showing familiarity with key concepts and definitions. Clearly and correctly structure most critical points and important contributions of the assigned questions or problems. Critically discuss issues and draw most relevant implications to apply daily life examples of issues. High participation and excellent presentation skills.

Good (B+, B, B-)

Evidence of showing familiarity with key concepts and definitions. Clearly and correctly state some critical points and contributions of the assigned questions or problems. Critically discuss issues and draw some relevant implications to apply daily life examples of issues. High participation and good presentation skills.

Fair (C+, C, C-)

Evidence of showing adequate review of literature and key concepts. Understanding of the subject, ability to develop solutions to simple and basic problems in the assigned questions and problems.

Marginal (D)

State a few critical points and marginal contributions of the assigned questions and problems.

Failure (F)

State no critical points and no contributions of the assigned questions and problems.

Assessment Task

Post visit reports

Criterion

Following company visits, submit detailed reports reflecting on the observed operational and management challenges. Evaluate these challenges from a global perspective and discuss potential solutions.

Excellent (A+, A, A-)

Insightful evaluation with in-depth understanding of global perspectives and critical challenges, offering well-reasoned solutions.

Good (B+, B, B-)

Well-rounded evaluation with a good understanding of global perspectives and challenges, suggesting feasible solutions.

Fair (C+, C, C-)

Basic evaluation with some understanding of global perspectives and challenges, proposing workable solutions.

Marginal (D)

Limited evaluation with minimal understanding of global perspectives and challenges, offering superficial solutions.

Failure (F)

Poor evaluation with no understanding of global perspectives and challenges, failing to propose viable solutions.

Assessment Task

Learning reflection reports

Criterion

Write reflection reports on the learning experiences throughout the course, focusing on the development of analytical and problem-solving skills, and the ability to integrate operations management knowledge in practical contexts.

Excellent (A+, A, A-)

Provides deep insights and thorough reflections on learning experiences, demonstrating significant skill development and clear, professional communication.

Good (B+, B, B-)

Offers well-considered reflections on learning experiences, showing good skill development and effective communication.

Fair (C+, C, C-)

Provides basic reflections on learning experiences, indicating some skill development and clear communication.

Marginal (D)

Shows limited reflections on learning experiences, with minimal skill development and understandable communication.

Failure (F)

Offers poor reflections on learning experiences, with no evident skill development and unclear communication.

Part III Other Information

Keyword Syllabus

Resource planning and control, fulfillment of customer demand for products and services.

Process design and product layout, process technology and design of jobs.

Supply chain goal incongruence, aligning incentives for supply chain efficiency, overcoming goal incongruence, cracking the bullwhip effect.

Supply network design and interconnected network of other businesses and organizations.

Use of IT to gain competitive advantages in the intensely competitive global marketplace. Evaluate the strategic considerations as it plans to transform its business.

Delivering services: Various channels providing customer services, Fundamental principles of good customer services, Operations of customer services, Service recovery, Ten Deadly Sins of Customer Service.

Managing the services: Find and Retain Quality People, Understanding the customers, Focus on Purposes, Make the service delivery system easy to operate, Training, support, empowerment, reward and leadership.

Supplier integration into new product development. Buyer-supplier relationship: co-operative versus confrontational, short-term versus long-term, one-off deal versus repetitive deals, etc.

Strategic role of IT in shaping companies for the evolution of virtual supply chain management. How the supply chain of various companies is being integrated through inter-organization systems and how the Internet results are in benefits of virtual integration without ownership.

Reading List

Compulsory Readings

Title	
1	William Stevenson, Operations Management, Latest edition, Mcgraw-Hill.

Additional Readings

Title	
1	Roger Schroeder, Susan Goldstein and M. Johnny Rungsusanatham, Operations Management: Contemporary Concepts and Cases, Mcgraw-Hill), 2010
2	Roberta S. Russell and Bernard W. Taylor, Operations Management: Creating Value Along the Supply Chain, Mcgraw-Hill, Latest edition.
3	Robert Palevich, Lean Sustainable Supply Chain: How to Create a Green Infrastructure with Lean Technologies, 1/E, Pearson, Latest edition.
4	Kristin Anderson, Delivering Knock Your Socks Off Service, Latest edition.
5	Boyer, K., & Verma, R. Operations and Supply Chain Management for the 21st Century (Book Only). Cengage Learning. Latest edition.
6	De Toni, A. F. International operations management: lessons in global business. Gower Publishing, Ltd. Latest edition