

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS**

**NEW COURSE PROPOSAL**

PROGRAM AREA   BUSINESS & ECONOMICS  

**1. Catalog Description of the Course.** *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of \_\_\_ units); time distribution (Lecture \_\_\_ hours, laboratory \_\_\_ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

**BUS 530 MANAGING BUSINESS OPERATIONS (3)**

Three hours seminar per week

Prerequisites: BUS 520

Corequisite: BUS 540

Building on previous business courses this courses develop skills required for managers to operate a business organization. Topics include change management, product design, process selection, quality management, supply chain design, strategy and control. Managing a firm’s business operations involves the design, operation and improvement of systems that create and deliver an organization’s product and services to customers.

**2. Mode of Instruction.**

	<b>Units</b>	<b>Hours per Unit</b>	<b>Benchmark Enrollment</b>
Lecture	_____	_____	_____
Seminar	<u>  3  </u>	<u>  1  </u>	<u>  25  </u>
Laboratory	_____	_____	_____
Activity	_____	_____	_____

**3. Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This required course in the MBA curriculum presents an operational view of the organization. Successful MBA graduates must demonstrate a clear understanding of principles and applications related to operational management. They must also demonstrate an ability to apply specific tools of operational management related to product design, process flows, quality control, and supply chain management and control. This required MBA course builds on the skills obtained in BUS 510 (High Performance Management) and BUS 520 (Strategy and Leadership). This course is taken concurrently with BUS 540 in a learning communities/cohort model.

Learning Objectives

Students who successfully complete this course will be able to:

1. Read complex business cases and describe (orally and in writing) the operational issues of the cases.
2. Orally and in writing, analyze and describe the essential elements of business operations.
3. In writing, demonstrate an understanding of the inter-relationships among the disciplines within business and economics.
4. Orally and in writing, identify key alternatives to operational actions and justify recommended actions.

**4. Is this a General Education Course**                      **YES**                      **NO**

**If Yes, indicate GE category:**

<b>A (English Language, Communication, Critical Thinking)</b>	
<b>B (Mathematics &amp; Sciences)</b>	
<b>C (Fine Arts, Literature, Languages &amp; Cultures)</b>	
<b>D (Social Perspectives)</b>	
<b>E (Human Psychological and Physiological Perspectives)</b>	

**5. Course Content in Outline Form.** [Be as brief as possible, but use as much space as necessary]

1. Operation Strategy and Managing Change
2. Project Management
3. Product Design and Process Selection
4. Total Quality Management
5. Operations Consulting and Re-Engineering
6. Supply Chain Design
7. Strategic Capacity Management
8. J-I-T Systems
9. Planning and Controlling the Supply Chain
10. Forecasting
11. Inventory Control
12. Material Requirements Planning
13. Theory of Constraints

**6. References.** [Provide 3 - 5 references on which this course is based and/or support it.]

Chase, Richard, Robert Jacobs and Nicholas Aquilano. *Operations Management for Competitive Advantage*. McGraw Hill. 2003.  
Hayes, R.H. *Dynamic Manufacturing*. Free Press. 1988.  
*Journal of Operations Management*. American Production and Inventory Control Society.  
Reid, R. Dan and Nada Sanders. *Operations Management*. John Wiley & Sons. 2002.  
Slack, N. (Editor). *The Blackwell Encyclopedia Dictionary of Operations Management*. Blackwell Publishers. 1996.  
Vonderembse, Mark and Greg White. *Operations Management*. John Wiley & Sons. 2004.  
Wysocki, J. (Editor). *Handbook of Enterprise Operations Management*. Auerbach Publishing. 1999.

**7. List Faculty Qualified to Teach This Course.**

William Cordeiro  
CB Claiborne  
Dennis Muraoka  
Paul Rivera  
Ashish Vaidya  
Business Faculty

**8. Frequency.**

a. Projected semesters to be offered: Fall   1   Spring   1   Summer       

**9. New Resources Required.**

- a. Computer (data processing), audio visual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

**10. Consultation.**

Attach consultation sheet from all program areas, Library, and others (if necessary)

**11.** If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

William Cordeiro  
Proposer of Course Date