

运营管理课程教学大纲

Syllabus of Operations Management

| 课程基本信息 (Course Information) | | | | | |
|-----------------------------------|--|--------------------------|----|------------------|---|
| 课程代码 (Course Code) | BU348 | *学时 (Credit Hours) | 48 | *学分 (Credits) | 3 |
| *课程名称 (Course Name) | 运营管理 | | | | |
| | Operations Management | | | | |
| 课程性质 (Course Type) | 专业课 Major | | | | |
| 授课对象 (Target Audience) | 安泰经济与管理学院本科交换生 Undergraduate exchange students in Antai College of Economics and Management | | | | |
| 授课语言 (Language of Instruction) | 英语 English | | | | |
| *开课院系 (School) | 安泰经济与管理学院 Antai College of Economics and Management | | | | |
| 先修课程 (Prerequisite) | 运筹学 Operations Research | | | | |
| 授课教师 (Instructor) | 江志斌, 沈海辉 Zhibin Jiang, Haihui Shen | 课程网址 (Course Webpage) | | | |
| *课程简介 (Description) | <p>本课程的目的是使本科学生了解运营管理的实践如何在生产和服务系统中提高产品生产、运送和服务的效果和效率，从而更好地满足顾客的需求。课程主要内容涵盖运营战略、生产/服务过程分析、供应链管理、库存管理、物流运输等方面。通过本课程的学习，学生将有能力运用所学的理论与方法分析企业中实际的运营方面的问题，并提出相应的建议。</p> | | | | |
| *课程简介 (Description) | <p>The objective of this course is to let undergraduate students understand how the operations management practice of production and service systems can improve the effectiveness and efficiency on producing and/or delivering goods and services to meet customers' needs. The main contents of this course include operations strategy, production/service process analysis, supply chain management, inventory management, logistics and transportation, etc. After this course, students are able to analyze the actual operations problems for firms using the general principles and methods and give suggestions.</p> | | | | |

课程教学大纲 (Course Syllabus)

*学习目标(Learning Outcomes)

1. 了解运营管理在企业中的角色和价值 (A3)
 2. 掌握运营管理相关理论与方法 (B1, B2)
 3. 应用所学理论与方法分析企业中实际的运营方面的问题 (C3)
 4. 培养发现分析问题的能力和团队协作解决管理问题的能力 (C2)
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1. Understand the roles and values of operations management in business (A3)
 2. Master the general principles and methods of operations management (B1, B2)
 3. Apply the learned skills to analyze the actual operations problems for firms (C3)
 4. Train the ability of detecting and analyzing problems, and the ability of solving problems as a team (C2)

*教学内容
进度安排及要求
(Class Schedule & Requirements)

| 教学内容 | 学时 | 教学方式 | 作业及要求 | 基本要求 | 考查方式 |
|--|----|---------|-------|---------------|------|
| Introduction; Startegy | 3 | Lecture | | Participation | |
| Design of Products and Services | 3 | Lecture | | Participation | |
| Strategic Capacity Management | 3 | Lecture | | Participation | |
| Manufacturing Process; Layout | 3 | Lecture | | Participation | |
| Service process | 3 | Lecture | | Participation | |
| Waiting line analysis and simulation | 3 | Lecture | | Participation | |
| Forecasting | 3 | Lecture | | Participation | |
| Inventory Management | 3 | Lecture | | Participation | |
| Inventory Management (Extension) | 3 | Lecture | | Participation | |
| Sales and Operations Planning | 3 | Lecture | | Participation | |
| Material Requirements Planning | 3 | Lecture | | Participation | |

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|--|--|---|--------------|--|---------------|--|
| | Workcenter Scheduling | 3 | Lecture | | Participation | |
| | Logistics, Distribution, and Transportation | 3 | Lecture | | Participation | |
| | Lean Supply Chain | 3 | Lecture | | Participation | |
| | Project Presentation | 3 | Presentation | | Participation | |
| *考核方式 (Grading) | 出勤与课堂参与 10%；个人作业 15%；小组作业 15%；期末考试 60% Class Participation 10%; Homework 15%; Group Study 15%; Final Exam 60% | | | | | |
| *教材或参考资料 (Textbooks & Other Materials) | F. Robert Jacobs, Richard B. Chase (2018). <i>Operations and supply chain management</i> (15 th edition). McGraw-Hill Education. ISBN 978-1-259-66610-0. Steven Nahmias, Tava Lennon Olsen (2015). <i>Production and Operations Analysis</i> (7 th edition). Waveland Press. ISBN 978-1-4786-2306-9 | | | | | |
| 其它 (More) | | | | | | |
| 备注 (Notes) | | | | | | |

备注说明：

1. 带*内容为必填项。
2. 课程简介字数为 300-500 字；课程大纲以表述清楚教学安排为宜，字数不限。