



## **TQF 3: Course Specification**

**Course Title :** IBP 2316 Operation Management  
(IB-60)

**Credits :** 3(3-0-6)

**Date & Time:** Friday, 09:00 -12:00 AM and 13:00-16:00 PM

**Semester :** 3 **Academic Year :** 2017

**Curriculum :** Bachelor of Business Administration

(BBA) in International Business Program (International Program)

## **International College, Suan Sunandha Rajabhat University**

### **(SSRUIC)**

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## **Section 1 General Information**

**1. Code and Course Title :** IBP 2316 Operation Management

**2. Credits :** 3(3-0-6)

**3. Curriculum and Course Category :**

This course of Bachelor of Business Administration, International College, SSRU is categorized in international business program as business elective.

**4. Lecturer (s) :**

Asst. Prof. Dr. Kevin Wongleedee

Room Number 3146 Tel. 087-102-8285

E-mail: scharonechai@hotmail.com

**5. Year / Semester**

Year 2017/ Semester 3

**6. Prerequisite Course**

IBU 2203 Principles of Human Resources

IBU 2307 International Business

**7. Co-requisite Course :**

None

**8. Learning Location**

Building Number : Main Campus, Room Number 3146

**9. Last Date for Preparing and Revising this Course:**

March15, 2017

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will possess a cognitive domain, psychomotor domain, and affective domain in the following areas of performance:

1. Demonstrate an understanding of basic HRM terms and principles through written and oral communication.
2. Demonstrate the ability to form a global mindset of different cultures and human resource issues impacts diverse environment while maintaining a linkage mutual benefit.
3. Demonstrate an understanding of the impacts of globalization and modern influence of technology in Human Resources Management (HRM).
4. Demonstrate an ability to discuss of the developing effectiveness in human resources as well as effectiveness of diversity training programs.
5. Demonstrate an ability to explain the process of recruitment, selection, training, development, compensation & security and other HRM important policies.
6. Demonstrate an ability to write a HRM case analysis as a term paper and deliver PowerPoint presentation to the class.

### **2. Objectives for Developing / Revising Course (content / learning process / Assessment / etc.)**

None

## **Section 3 Course Structure**

### **1. Course Description**

International operations functions: manufacturing and service industries operation decision making, planning, supply & material management, inventory, capacity, control, and scheduling.

**2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

<b>Lecture</b>	<b>Practice/ Field Work/Internship</b>	<b>Self-study</b>	<b>Remedial Class</b>
3 Hours per week	0 Hours per week	6 Hours per week	None

**3. Time Length per Week for Individual Academic Consulting and Guidance**

**Wednesday, 13:00 -16:00 PM and by Appointment**

### Section 4 Developing Student's Learning Outcomes

<b>Learning Standards/Outcomes</b>	<b>Learning Activities</b>	<b>Learning Assessment</b>
<p><b>1. Ethic and Moral</b>                      (1) The ability to deliver or to complete a required task at or the appointed time.                      (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold.                      (3) The ability to make decisions in business according to moral concepts and judgments.</p>	<p>1. Learn and practice punctuality and no tardiness                      2. Learning about plagiarism and consequences                      3. Learning about the consequences of cheating in exams</p>	<p>1. 90 percent of students come to class on time                      2. 100 percent of students do the report by themselves                      3. 100 percent of students do not cheat in exams                      4. 100 percent of students submit report on time.</p>
<p><b>2. Knowledge</b>                      (1) The ability to identify the business theories and describe important case studies.                      (2) The ability to provide and analysis and provide the solution to real world problems                      (3) The ability to use business knowledge integrated with other disciplines</p>	<p>1. Lecture with PowerPoint                      2. Problem-Based Learning                      3. Case Study                      4. Group Study                      5. Group Presentation                      6. Questions and Answers</p>	<p>1. Essay Questions                      2. Peer-evaluation                      3. Submit HRM training manual report</p>
<p><b>3. Cognitive Skills</b>                      (1) The ability to gather and summarize information, and conduct research                      (2) Self-study and sharing information to the class                      (3) The ability to solve problems from case studies</p>	<p>1. Do research                      2. Case Study                      3. Brainstorming                      4. HRM Guest Speaker (Optional)</p>	<p>1. Essay Questions                      2. Class Participation                      3. Case Study Analysis</p>
<p><b>4. Interpersonal Skills and Responsibilities</b>                      (1) The ability to communicate in English                      (2) The ability to use English to solve business problem                      (3) Initiate some new business ideas and have leadership</p>	<p>1. Classroom debating                      2. Group competition</p>	<p>1. Peer-evaluation                      2. Evaluation of the process and the success of teamwork</p>
<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b>                      (1) Be able to use basic ICT skills and apply them to daily life                      (2) Be able to use statistics and mathematics to solve business problems                      (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis</p>	<p>1. Students present their work by using Graphs and show basic statistics such as turnover rate.                      2. Students present their work by using proper HRM English                      3. Students use mathematic formula in their problem solving.</p>	<p>1. Evaluate their quantitative analysis                      2. Evaluate their ability to use proper HRM English                      3. Evaluate their ability to use graph, tables, and mathematics analysis.</p>

<b>Learning Standards/Outcomes</b>	<b>Learning Activities</b>	<b>Learning Assessment</b>
on practical and real life experiences.		

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

<b>Week</b>	<b>Topic/Outline</b>	<b>Hours</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
1	Introduction to operation management Global environment Domestic environment	3	Lecture with PowerPoint Questions and Answers Graphs	Asst. Prof. Dr. Kevin Wongleedee
1	World -diversity of business Teamwork  Case: ASEAN Operation Management	3	Lecture with PowerPoint Case Study 1 Questions and Answers	Asst. Prof. Dr. Kevin Wongleedee
2	Company laws Employee involvement and flexible work schedule	3	Lecture with PowerPoint Problem-Based Learning	Asst. Prof. Dr. Kevin Wongleedee
2	Communication of international operation manufacturing	3	Lecture with PowerPoint Problem Analysis	Asst. Prof. Dr. Kevin Wongleedee
3	Selection process Matching people and jobs Employment test Employment interview	3	Lecture with PowerPoint Graphs Exercises	Asst. Prof. Dr. Kevin Wongleedee
3	Training and development Conducting needs assessment Designing the training program	3	Lecture with PowerPoint Problem-Based Learning	Asst. Prof. Dr. Kevin Wongleedee
4	Review all materials	3	Group Study Questions and Answers	Students
4	Midterm Exam	3	Essay Questions	Asst. Prof. Dr. Kevin Wongleedee
5	Designing Organization Planning, controlling, scheduling	3	Lecture with PowerPoint Problem-Based	Asst. Prof. Dr. Kevin Wongleedee

			Learning	
5	Individual decision and team decision making Case: Decision Making	3	Lecture with PowerPoint Case Study 2	Asst. Prof. Dr. Kevin Wongleedee
6	Job evaluation system The compensation structure	3	Lecture with PowerPoint Group Discussion	Asst. Prof. Dr. Kevin Wongleedee
6	Operation management around the World	3	Lecture with PowerPoint Questions and Answers	Asst. Prof. Dr. Kevin Wongleedee
7	Employee benefits Employee assistance programs Case: a benefits package.	3	Lecture with PowerPoint Case Study3	Asst. Prof. Dr. Kevin Wongleedee
8	Vital topics Safety and Health working environment	3	Group Presentation Peer-evaluation	Asst. Prof. Dr. Kevin Wongleedee
15	(Make-up Class) Study Time		Study time	Students
16	<b>Final Exam</b>	3	Essay Questions	Asst. Prof. Dr. Kevin Wongleedee
<b>Total of Hours</b>		45		Asst. Prof. Dr. Kevin Wongleedee

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Ethics and Morals</b>	Attendance	Every week	10
2	<b>Knowledge</b>	Midterm exam Final exam	4 8	25 25
3	<b>Cognitive Skills</b>	Case Study analysis	1, 5	10



4	<b>Interpersonal Skills and Responsibilities</b>	Group Presentation Report	7	15
5	<b>Numerical Analysis, Communication and Information Technology Skills</b>	Teamwork Group Study	1, 5	15

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

1. Stuart, H. *Risky Business: Communicating and Operation Management*.
2. Perrini, F. (2006). The practitioner's perspective on non-financial reporting. *California Management Review*, 48(2). (Available on HBR.)
3. Bhattacharya, C.B., & Sen, S. (2004, Fall). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47 (Available on HBR)
4. Gable, C., & Shireman, B. (2004, January). The stakeholder imperative. *Environmental Quality Management*, 14(2), 1-8.

### 2. Important Documents for Extra Study

5. Ferrell, O.C., & Maignan, I. (2004). Operation Management and marketing: An integrative framework. *Journal of the Academy of Marketing Science*, 32 (1).
6. Jamali, D. A. (2008). A stakeholder approach to corporate social responsibility: A fresh perspective into theory and practice. *Journal of Business Ethics* 82, 213–231.
7. Morsing, M., Schultz, M., & Nielson. (2008, April). The Catch 22 of communicating CSR. *Journal of Marketing Communications*, 14 (2), 97-111.

### 3. Suggestion Information (Printing Materials/Website/CD/Others)

[WWW.CNN/Business International.com](http://WWW.CNN/Business International.com)

[www.bangkokpost.com](http://www.bangkokpost.com)

## **Section 7**

### **Course Evaluation and Revising**

#### **1. Strategies for Course Evaluation by Students**

Allow students to evaluate lecturer's performance in class

#### **2. Strategies for Course Evaluation by Lecturer**

Allow head of department to observe in class and evaluate lecture's performance

#### **3. Teaching Revision**

Revise the teaching technique at the end of semester and do classroom research

#### **4. Feedback for Achievement Standards**

Head of Department review the rubric scores

#### **5. Methodology and Planning for Course Review and Improvement**

At the end of semester, review all the teaching techniques and teaching materials, then develop a plan for the improvement.