

City University of Hong Kong
Course Syllabus

offered by Department of Systems Engineering and Engineering Management
with effect from Semester A 2015/16

Part I Course Overview

Course Title:	Global Operations Management
Course Code:	SEEM4043
Course Duration:	One Semester
Credit Units:	3
Level:	B4
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Students must complete a minimum of 45 CUs to be eligible
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	MEEM4043 Global Operations Management
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

The aim of this course is to provide students with an understanding of the principles, theories, and techniques of operations management in the global context.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe the global economic environment and argue the advantages and disadvantages of globalization.	9%	√	√	
2.	Acquire deepen knowledge of cross-cultural decision-making processes, and managing cultural diversity in global operations.	22%	√		
3.	Understand and apply the theories and techniques to design, implement and evaluate the operations management processes in the dynamic global market environment.	15%	√	√	
4.	Understand the operations of global supply chain management and apply relevant techniques to solve problems.	19%	√	√	
5.	Understand the industrial practices and discuss the issues involved in technology transfer in the global business environment.	20%	√	√	
6.	Describe the basic components and implementations of global management standards of quality, environment, occupational health and safety, and their importance in international trade.	15%	√	√	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 self-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.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Large Class Activities	Learning through teaching is primarily based on lectures. Mini-lectures and small-group discussions will be used to facilitate conceptual understanding of various issues and techniques of operations management in the global era.	√	√	√	√	√	√	3 hours/week
Consultation hours	Consultation hours will be used to facilitate discussions of various issues related to the lecture materials, mini-lectures, and tutorial questions.	√	√	√	√	√	√	1 hour/week/ 40 students

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5	6		
Continuous Assessment: <u>40</u> %								
Quiz(s)		√	√	√	√		10%	
Case Study & Presentation	√	√	√	√	√	√	30%	
Examination: <u>60</u> % (duration: 2 hours)								
* The weightings should add up to 100%.							100%	

For a student to pass the course, at least 30% of the maximum mark for the examination should be obtained.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
1. Quiz(s)	20 – 30 minutes short quiz(s) to assess students' understanding of the cultural and operation management issues of global operations introduced in the lectures.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Case Study & Presentation	The presentations assess students' ability to digest and present the cultural and operation management issues of global operations, and their effective resolutions, highlighted in the video cases.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Examination	Examination questions are designed to assess student's level of achievement of the intended learning outcomes, with balanced emphasis placed on both conceptual understanding and practical applications of successful global operations managements.	High	Significant	Moderate	Basic	Not even reaching marginal levels

The quiz(s) and case studies will be numerically-marked, while examination will be numerically-marked and grades-awarded accordingly.

Notes:

This is a Continuing Education Fund (CEF) Approved Courses, to be eligible for reimbursement; students must achieve the following criteria;

- A minimum attendance rate of **70%** (Students should sign on the attendance record for every lesson); and
- Grade C+ or above of the reimbursable course.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

- Introduction to Global Economic Environment
- Managing Cultural Diversity
- Leadership and Motivation in Global Context
- Transportation and Assignment Model for global operations
- Global Management Standards
- Global Supply Chain Management
- International Technology Transfer

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Gaither, N. (2001), <i>Production and Operations Management</i> , Duxbury Press, Belmont
2.	Griffin, R.W. and Pustay, M.W. (2002), <i>International Business</i> , 3 rd ed., Prentice Hall, Upper Saddle Rivers, NJ
3.	A.V. Phatak, R.S. Bhagat and R.J. Kashlak (2005), <i>International Management</i> , McGraw-Hill Irwin
4.	Stevenson, W.J. (2001), <i>Production/Operations Management</i> , Irwin, Chicago
5.	Mendenhall, Punnett, and Ricks (1995), <i>Global Management</i> , Blackwell Publishers
6.	Lionel Laroche (2003), <i>Managing Cultural Diversity in Technical Professions</i> , Butterworth Heinemann

2.3 Online Resources

Course Website available on the Blackboard throughout the semester.