

# SEEM4043: GLOBAL OPERATIONS MANAGEMENT

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## Effective Term

Summer Term 2023

## Part I Course Overview

### Course Title

Global Operations Management

### Subject Code

SEEM - Systems Engineering and Engineering Management

### Course Number

4043

### Academic Unit

Systems Engineering (SYE)

### College/School

College of Engineering (EG)

### Course Duration

One Semester

### Credit Units

3

### Level

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

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Students must complete a minimum of 45 CUs to be eligible

### Precursors

Nil

### Equivalent Courses

MEEM4043 Global Operations Management

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

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.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the global economic environment and argue the advantages and disadvantages of globalization.	9	x	x	
2	Acquire deepen knowledge of cross-cultural decision-making processes, and managing cultural diversity in global operations.	22	x		
3	Understand and apply the theories and techniques to design, implement and evaluate the operations management processes in the dynamic global market environment.	15	x	x	
4	Understand the operations of global supply chain management and apply relevant techniques to solve problems.	19	x	x	
5	Understand the industrial practices and discuss the issues involved in technology transfer in the global business environment.	20	x	x	
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	x	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.

**Teaching and Learning Activities (TLAs)**

	<b>TLAs</b>	<b>Brief Description</b>	<b>CILO No.</b>	<b>Hours/week (if applicable)</b>
1	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.	1, 2, 3, 4, 5, 6	3 hours/week
2	Consultation hours	Consultation hours will be used to facilitate discussions of various issues related to the lecture materials, mini-lectures, and tutorial questions.	1, 2, 3, 4, 5, 6	1 hour/week

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks (e.g. Parameter for GenAI use)</b>
1	Quiz(s)The mid-term test provides students with an opportunity to reflect what they have learned and covers the topics taught before the mid-term.	2, 3, 4, 5	10	
2	Two Case Studies & One PresentationThe case studies require the students to practise and review what is learned in the subject in a more integrative manner.Students will work in groups, prepare ad deliver presentations on selected topics.	1, 2, 3, 4, 5, 6	30	

**Continuous Assessment (%)**

40

**Examination (%)**

60

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)**

**Assessment Task**

Quiz(s)

**Criterion**

20 – 30 minutes short quiz(s) to assess students’ understanding of the cultural and operation management issues of global operations introduced in the lectures.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Two Case Studies & One Presentation

**Criterion**

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.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Examination

**Criterion**

Examination questions are designed to assess student’ s level of achievement of the intended learning outcomes, with balanced em-phasis placed on both conceptual understanding and practical applications of successful global operations managements.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

## Part III Other Information

**Keyword Syllabus**

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

**Reading List****Compulsory Readings**

Title	
1	Nil

**Additional Readings**

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