



OPERATIONS MANAGEMENT

COURSE INSTRUCTION:

This course is an overview of manufacturing and service operation, mainly how an organization can plan and execute the acquisition and deployment of resources, so as to effectively align supply and demand for its products and services. Students will obtain conceptual intuitions and analytical tools for structuring OM decisions. A unifying theme is the emphasis on systematic analysis of business processes, a detail-attentive mindset whose utility transcends departmental boundaries.

OBJECTIVES:

Operations Management (OM) is the discipline that obsesses about how to design organizations that can consistently execute their business models, specifically in delivering products or services at the right time, with the right quality, and at the right cost. Whether production or service setting, operational concerns permeate day-to-day execution in all business functions, including marketing, finance, product development, accounting, and resources. OM dictates how your business strategy will actually be felt by your customer:

METHOD:

Lecture and discussion

PROFESSOR:

Prof. Andy Tsay

Visiting Professor, BiMBA at National School of Development

Department Chair for Operations & Management Information Systems, Leavey School of Business and Administration, Santa Clara University.

Dr. Andy Tsay is an associate Professor of Operations & Management Information Systems in the Leavey School of Business and Administration at Santa Clara University. He teaches Operations Management, Computer-based Decision Models, and Statistical



Methods in the evening MBA program, Quantitative Methods in the Executive MBA program, and Operations Management in the undergraduate program.

He has consulted for large firms as well as startups in Silicon Valley and China.

In 2007 the Production & Operations Management Society (POMS) recognized Dr. Tsay with the Wickham Skinner Award for Teaching Innovation. POMS is the premier international professional society for the study and practice of Operations Management, with more than 1,100 members in 44 countries. One such award is given each year to honor a professor for a teaching career that demonstrates excellence and innovativeness.

He currently holds a Breetwor Family Fellowship, which is awarded to tenured faculty members who have distinguished themselves as teaching scholars and are making notable service contributions to the School, the University, and the profession. He was also a Breetwor Family Fellow for 2002-04. During 2000-2002, he held a Dean Witter Foundation Fellowship, awarded to select junior faculty deemed to be promising teaching scholars.

Dr. Tsay's research has been published in prestigious academic journals such as Management Science, Manufacturing & Service Operations Management, Interfaces, Production & Operations Management, Journal of Retailing, and Journal of Supply Chain Management, practitioner journals such as Supply Chain Management Review, and various books on supply chain management. He serves in leadership positions for several of these journals.

He is a five-time recipient of the all-inclusive Dean's Award for Extraordinary Performance in Research, Teaching, and Service. Along with three each of Extraordinary Teaching Award and Extraordinary Service Award honors, his teaching and service have each been recognized by the business school in nine different years.

He holds a Ph.D. in business and an M.A. in engineering from Stanford University.