Communication & Business Institute
The Leading Graduate School of Communication & Business

Department of Business Faculty
Subject Syllabus

Subject Code	: DBM07
Subject Title	: Operation Management & Digital I
Subject Specification	: For students majoring in the Business programme

Subject Overview

During this course, Students will learn to understand and get the full picture of Operations Management process that is run by start-up companies and references from existing companies in the digital ecosystem. This includes assessing the latest market condition, pattern, and future intention, yet further to analyze whether the concept and knowledge that deliver during classes will be applicable to create a successful start-up company. Students are expected to actively participate in the process and turn their ideas into most potential Operations Management model in the digital era. This course will focus on the perspective of an actual application in the field.

1.Course Objectives :

By the end of the course, students will be able to

1. Able to understand and differentiate Operations Management models, then manage it into plan in the real business model
2. Develop, analyze and select the most effective and efficient Operations Management and apply it into a business concept
3. Understand the whole process of Operations Management in digital era and drives it toward innovative approaches and methodologies into real business plan

2.Course method

- Lectures and reading materials
- Class discussion
- Group presentation
- Case studies
- Project

3.Learning Outcome (Competence) :

- Knowledge: Operations Management Models and Concepts in the new digital ecosystem, and find out the successful and obstacle factors in applying the model or concept
- Skill: Operations Management, Analytical, Entrepreneurial, Presentation, Teamwork, Communication
- Attitude: Ability to apply the knowledge of the Operations Management Process, then apply it into real business model, in particularly in digital ecosystem

4.Course content :

The course will be held in 14 session and the content is as follows:

Week	Topic
1	Course introduction and class management: Introduction to Operations Management
2	The Role of Operations in an Organization
3	Understanding the Process of Operations
4	Managing Processes
5	Mapping Processes
6	Internet of Things (IOT) in Operations Management
7	Review the understanding of Operations Management, and discussion / preparation for mid test assignment
8	**Mid Term Examination**
9	Understanding the Customers Type in Digital Era
10	Understanding Online Presence
11	Create Integrated Digital Marketing Activities 1
12	Create Integrated Digital Marketing Activities 2
13	The Impact of the IOT on Operations Management 4.0
14	The New Challenge of Industry 4.0
15-16	**Final Examination**

5,Grading System

Course Evaluation **:**

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	**Symbol**	**Conversion Value**
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

6.Scheme of Work

Session	Title/Topic	Area of discussion	Activities
1	Course introduction and class management: Introduction to Operations Management	• Course rundown • Syllabus • Grouping • Group's created Company ideation • Background and definition of Operations Management	Lecture and discussion

2	The Role of Operations in an Organization	• Integration between Different Functional Areas of a Business • Understanding How Process Work • Introduction to Supply Chain View	Lecture Exercise Discussion
3	Understanding the Process of Operations	• Driving the Business Model • Recognizing the Diversity of Processes • Real case discussion: Kopi Kenangan Vs. Starbucks	Lecture Discussion Case study
4	Managing Processes	• 3 major components in Operations • Aligning Business Model with Operation Strategy	Lecture Discussion Case study
5	Mapping Processes	• Identifying Waste • Developing a Process map	Lecture Exercise Discussion
6	Internet of Things (IOT) in Operations Management	• Introduction to Internet of Things (IOT) • Challenges of IOT • Changes in Business Model and Business Processes • Real case discussion: Airbnb	Lecture Discussion Case study
7	Review the understanding of Operations Management, and discussion / preparation for mid test	Summary of Materials (S1-S6)	Lecture Discussion Case Study

	assignment		
8	**Mid Term Examination**		
9	Understanding the Customers Type in Digital Era	• Type of Customers, Channels, and Communication Context Real case discussion: Power Commerce Asia, Sirclo	Lecture Discussion Case Study
10	Understanding Online Presence	• Transactional E-Commerce Site • Services-oriented Relationship • Building Lead-generation Website • Brand Building Site • Portal or Media Site • Social Network or Community Site	Lecture Exercise Discussion
11	Create Integrated Digital Marketing Activities 1	• Digital Experience Management	Lecture Exercise Discussion
12	Create Integrated Digital Marketing Activities 2	• Eight Key Digital Activities to Manage in All Organizations	Lecture Exercise Discussion
13	The Impact of the IOT on Operations Management 4.0	• Historical Development of the Industrial Revolution and the Emergence of Industry 4.0 • Industry 4.0 Components	Lecture Exercise Discussion
14	The New Challenge of Industry 4.0	• Sustainable Operations Management Design with IOT	Lecture Exercise Discussion

		• Usage IOT in the reverse Supply Chain	
15	Review the understanding of Operations Management in Digital Ecosystem, and discussion / preparation for final test assignment	Summary of Materials (S9-S14)	
16	**Finals**		

Midterm Exam Guideline: Group presentation of an Operation Management idea as applied in respective Group's created company

Final Exam Guideline: Group presentation of an Digital Marketing Activities (Operation Management base) idea as applied in respective Group's created company

1. Students will apply their learnings from the Design Thinking for Innovation class onto the practice of developing a business plan. They will work and present individually a clear, comprehensive and thorough process of Design Thinking
2. The outline of the presentation must contain components from the Design Thinking Process. The roles of each member of the group in the startup should be clearly defined and every member must take part in the presentation
3. The final business plan is still a group effort and must include a prototype of the startup product/service

References

1. Adedji B. Badiru, Lauralee Cormaty (2021): *Operational Excellence in the New Digital Era, CRC Press*
2. Lee J. Krajewski, Manoj K. Malhotra, Larry P. Ritzman (2000): *Operations Management Processes and Supply Chains 11th Global Edition, Pearson*
3. Dave Chaffey, PR Smith (2012): *Digital Marketing Excellence 5th Edition, Routledge*

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