

**AVMG 3140**  
**Performance Evaluation and Measurement**  
**Fall Semester, 2014**

**Lecturer:** James Birdsong  
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**Class Schedule:** Monday, Wednesday, Friday, 10:00 – 10:50 am, Lowder Hall 153

**Office Hours:** 2:15 – 4:15 pm, Monday – Thursday, or by appointment (call or email).

**Required Materials:**

1. Operations Management (Eleventh Edition) by Barry Render and Jay Heizer, Custom Edition for Auburn University. Published by Pearson Learning Solutions. ISBN 1-269-69706-4.
2. Pearson MyOMLab. Course ID: birdsong54876

**Course Prerequisites:** AVMG 1010, SCMN 3150, and SCMN 3720 or departmental approval.

**Catalog Description:** Introduction to the use of operations research techniques. Includes the role of math modeling procedures, manual and computer generated solutions, applied to the decision-making process.

**Course Objective:** Students will gain a solid understanding of the role of operations in an organization, tailored to the field of aviation.

**Course Structure:** The course meets three times per week and provides students an introduction to operations management, operations design and management, and business analytics through lectures, in-class activities, research, and evaluations.

**Student Responsibilities:**

Grades for the course will be based on performance in four areas:

1. Tests: There will be three tests during the semester. Questions will emphasize the ability to analyze/synthesize reading materials, class discussions, and related assignments.
2. Research Presentation: During the first week of class, students will be placed in groups. Each group will research an aviation-related company of their choice (subject to instructor approval) and give a 15-minute presentation that communicates company history, leadership, financial performance, operations (reference the Ten Strategic Operations Management Decisions), future growth and challenges, and the overall impact on the aviation industry. The presentation should be clear, concise, and articulate. Each group is responsible for submitting a 2-3 page detailed outline of their research presentation and bibliography on the day of their presentation.

3. Homework and Quizzes: Students will complete online homework and quizzes, administered through MyOMLab, for each Chapter/Module. Homework and quizzes (for each week) must be completed by 11 PM CST each Sunday. Refer to MyOMLab for a complete listing of suspense dates.
4. Class Participation: Students are expected to actively participate in class which includes asking questions, sharing experiences, and engaging others with valid critical exchanges. Reading assignments prior to class is a must.

Unless otherwise announced, activity points (% of final grade) will be calculated as follows:

Activity	Points Possible	% of Final Grade
Test 1	100	20
Test 2	100	20
Final Exam	100	20
Presentation	100	20
Homework & Quizzes	50	10
Class Participation	50	10
<b>TOTAL</b>	<b>500</b>	<b>100</b>

Grading scale:

- A: 90 - 100%
- B: 80 - 89%
- C: 70 - 79%
- D: 60 - 69%
- F: < 60%

### Course Procedures and Policies

Professionalism and integrity are expected at all times. Specific policies include:

1. Attendance: Students are expected to attend all classes, arrive on time, and take part in discussions. Should you need to be absent for any reason, please let me know ahead of time. If you are absent, regardless of the reason, you are still responsible for all material covered that day.
2. Special Accommodations: Students who need special accommodations should provide a copy of the Accommodation Memo as soon as possible. If you do not have an Accommodation Memo, contact the Office of Accessibility (located in 1228 Haley Center) at 844-2099 as soon as possible.
3. Academic Honesty: I expect you to act ethically at all times. Academic indiscretions (cheating, plagiarism, etc.) may be immediately referred to the Academic Honesty Committee.
4. Test schedule: Out of fairness to other students, test rescheduling will be limited. If you miss a test for a legitimate University approved reason (documented illness, death in the family, or some other unusual circumstance), you will have the opportunity to take a make-up during our regularly scheduled final exam period.

5. Grades: I will provide feedback on your performance regularly.
6. Availability: I'm happy to discuss any questions or concerns you have about the course, careers, or aviation in general. Please meet me after class or call / email for appointment (Monday - Friday).

As a reminder, each student should review Auburn University's Student Policy eHandbook:  
[http://www.auburn.edu/student\\_info/student\\_policies/](http://www.auburn.edu/student_info/student_policies/)

### **Class Schedule**

AUG 18	Introduction: Course Administration and Expectations
AUG 20, 22	Operations and Productivity / Chapter 1 [Heizer & Render]
AUG 25-29	Operations Strategy in a Global Environment / Chapter 2 [Heizer & Render]
SEP 1	Labor Day
SEP 3, 5	Project Management / Chapter 3 [Heizer & Render]
SEP 8-12	Forecasting / Chapter 4 [Heizer & Render]
SEP 15, 17	Design of Goods and Services / Chapter 5 [Heizer & Render]
SEP 19	Sustainability in the Supply Chain / Supplement 5 [Heizer & Render]
SEP 22, 24	Managing Quality / Chapter 6 [Heizer & Render]
SEP 26	Review
SEP 29	Test 1
OCT 1, 3	Process Strategy and Sustainability / Chapter 7 [Heizer & Render]
OCT 6	Capacity and Constraint Management / Supplement 7 [Heizer & Render]
OCT 8, 10	Location Strategies / Chapter 8 [Heizer & Render]
OCT 13, 15	Human Resources, Job Design, and Work Measurement / Chapter 10 [Heizer & Render]
OCT 16-17	Fall Break
OCT 20-24	Aggregate Planning and S&OP / Chapter 13 [Heizer & Render]
OCT 27-31	Short Term Scheduling / Chapter 15 [Heizer & Render]
NOV 3	Review
NOV 5	Test 2
NOV 7	Decision Making Tools / Module A [Heizer & Render]
NOV 10	Linear Programming / Module B [Heizer & Render]
NOV 12	Transportation Models / Module C [Heizer & Render]
NOV 14	Simulation / Module F [Heizer & Render]
NOV 17-21	Case Studies / Student research presentations
NOV 24-28	Thanksgiving Break
DEC 1, 3	Student research presentations
DEC 5	Review
DEC 8	Final Exam