

COURSE SYLLABUS

MGNT 471 ST: PERFORMANCE ANALYSIS

Instructor: Wanxi Li, Ph.D.

Office: BE362

Office Hours: T&R 9:30-11PM, 1-2:30PM

Credit Hours: 3

Lectures: T&R 5-6:15PM

BE121

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Course Description

Study of modern theory and practice for analyzing business performances based on operations and financial information across various functional areas. Quantitative tools of analysis used to support decision making are studied and applied. A business major course.

Prerequisite: MGNT 333 Business Analytics for Decision Making.

Course Objectives

To introduce the student to contemporary issues in business planning, operating, and performance evaluation. The topics cover cases from both modern service and manufacturing organizations. Global and innovative issues are covered throughout the course. Also, the impact of business planning, operating, and performance evaluation on various functional areas and the importance of cross-functional decision making are discussed. At the conclusion of this course, the student will be able to:

- Categorize areas of operations management and describe its role in the operations situation using current information in the field.
- Demonstrate the use of analytical tools and decision making processes in the production and service planning, performance evaluation, strategic network design, sales and operations interface, supply chain coordination, distribution networks, etc. Apply various analytical methods to solve problems in these areas.
- Explain the role of innovation, data analytics, and the strategic importance of supply chain networks design in a highly competitive and global business environment. Discuss and analyze cases for decision-making in these areas.

Required Textbook

Supply Chain Management, by Sunil Chopra and Peter Meindl, 5th edition, Pearson.

Projects and Cases from other sources will be posted on D2L or distributed in class.

Computer Access

Power point slides, other course-related materials, and grades (except for final grades) will be posted on D2L. Please check both D2L on a regular basis for course related information or announcement (I recommend at least once a day). You are also responsible to check your university email on a regular basis for communication between the instructor and the class.

Class Participation

Random attendance checks in **normal lectures** will be performed throughout the semester. Participation accounts for 10% (maximum is 13%) of the final course grade, and is calculated in the following way. If you have 9 attendance checks out of a total of 10 the whole semester, your attendance score will be $90\% \times 10 = 9$. There might be other extra point opportunities throughout

the semester for class participation, problem solving or other class contribution. Extra points will be added to attendance score if they are offered. The maximum total extra points for each student are 3.

Performance Evaluation

The student's course grade will be based on the following point allocation:

Quiz	30 %
Assignments, Projects, Case studies, etc.	60 %
Participation	10 %
Total	100 %

Your Final Grade is computed as follows:

Your Final Grade = Quiz Average Percentage + Assignments etc. Average Percentage + Participation Percentage

Each part is computed based on the raw grade, and scaled to the percentage. The final grade will not be rounded. If there is extra bonus point, it will be added after the final grade is computed.

Final Letter Grades will be determined by the following grading-scale table. The instructor reserves the right to adjust the scale depending on overall class performance.

Final Course Letter Grade	Final Course Grade
A	$\geq 90\%$
A-	$\geq 87\%$ but $< 90\%$
B+	$\geq 83\%$ but $< 87\%$
B	$\geq 80\%$ but $< 83\%$
B-	$\geq 77\%$ but $< 80\%$
C+	$\geq 73\%$ but $< 77\%$
C	$\geq 70\%$ but $< 73\%$
C-	$\geq 67\%$ but $< 70\%$
D	$\geq 60\%$ but $< 67\%$
F	$< 60\%$

Quiz

There will be three quizzes throughout the semester. The quizzes are mostly short answer questions. They cover both quantitative and conceptual problems. All quizzes are **closed notes, books, and computers. You can bring a calculator (calculator apps on phones or tablets are not allowed). No questions will be answered.**

Quiz 1:	Feb. 11 (Thursday)	in class
Quiz 2:	Mar. 3 (Thursday)	in class
Quiz 3:	Apr. 7 (Thursday)	in class

You need to check your schedule, and mark your calendar. There will not be make-ups.

Assignments, Projects, Case Studies (Please check D2L Announcement)

You must submit your work before the due. **Hard copies** may be required for some assignments, projects, or case studies, and you need to bring it to the class in person and hand in before class

starts. Online submissions will be through D2L Dropbox folder. **Any work sent in through email and email attachments will NOT be graded.**

Projects and case studies may require group work and oral presentations in class, the instruction and grading policy will be explained for each of these assignments. If the student fails to submit before the due or is absent from group discussion or presentation, he/she will be given zero grade for that assignment, project, or case study.

Harassment Policy

Harassment will not be tolerated in the classroom or during related activities. If you think you are encountering this problem, please inform me, the Management Department Chair, the College of Business and Economics Dean, and/or the RU EEO/Affirmative Action Office.

<http://www.radford.edu/pers-web/ourstaff.htm>

Students with Disabilities

If you are seeking academic accommodations under the Americans with Disabilities Act, you must register with the Disability Resource Office (DRO). Submit disability documentation to the DRO in the lower level of Tyler Hall Suites 54-69, by fax to [540-831-6525](tel:540-831-6525), or by email to dro@radford.edu. Once documentation is received and reviewed, a Disability Services Specialist (DSS) will contact you for an interview. You will be notified via RU email when your accommodation package is complete. Meet with **each** course professor, during his or her office hours, to discuss the accommodations and return signed documents to the DRO. For additional information and disability documentation guidelines, visit www.radford.edu/dro or call [540-831-6350](tel:540-831-6350).

Honor Code

By accepting admission to Radford University, each student makes a commitment to understand, support, and abide by the University Honor Code without compromise or exception. Violations of academic integrity **will not** be tolerated. This class will be conducted in strict observance of the Honor code. Please refer to Dean of Students Academic Integrity website for details:

<http://www.radford.edu/content/dam/departments/administrative/dos/documents/RUStandards.pdf>

University-Wide Emergency

In the event of a University-wide emergency, course requirements, classes, deadlines and grading policies and procedures are subject to change. Potential changes that could occur include alternative delivery methods, alternative methods of interaction with the instructor, accessing class materials and/or classmates, a revised attendance policy, and a revised semester calendar and/or grading schedule. In the case of a University-wide emergency, please refer to the following about changes in this course: D2L course website “Announcements” section.

The Schedule of Topics (tentative)

Week	Topic
1/18-22	Introduction, chapter 3 supply chain performance metrics and drivers
1/25-29	Case: Seven-Eleven Japan Co., review of statistics, regression, and report formatting
2/1-5	Case: Financial Statements for Wal-Mart stores Inc.
2/8-12	Case: Blue Nile and Diamond Retailing
2/15-19	Review of LP, data visualization
2/22-26	Case: Managing growth at SportStuff.com; Designing the production network at CoolWipes
2/29-3/4	Case: BioPharma, Inc; The sourcing decision at Forever Young
3/7-11	Spring Break
3/14-18	Case: Specialty Packaging Corporation (A&B)
3/21-25	Case: Mintendo game girl
3/28-4/1	Case: Delivery strategy at MoonChem
4/4-8	Case: Managing inventories at ALKO Inc.; Should packaging be postponed to the DC?
4/11-15	Case: Designing the distribution network for Michael's Hardware
4/18-22	Case: off-shore or near-shore sourcing
4/25-29	Review and presentation
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