Lawrence Tech. eLearning Services

LTU Online

This Syllabus is our Learning Contract.

COURSE TITLE BLACKBOARD SITE	EME6583 Enterprise Productivity Spring 2011 – http://my.ltu.edu
INSTRUCTOR	Dr. Lisa Sacino LTU Adjunct Faculty, Mechanical Engineering Senior Manager – Chrysler Product Creation Vehicle Integration Contact Information lisa.sacino@chrysler.com office 248-512-0372 and cell 248-766-9812 or 586-453-4233 Ofc.hrs. by appointment & optional 1 hr. on-line weekly (TBD time by survey)
SCHEDULE	Jan 10th – May 7th, 2011 See http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp for LTU academic calendar information.
LEVEL/ HOURS PREREQUISITE	Graduate or Undergraduate Degree / 3 credit hours
REQUIRED TEXT (See Blackboard for additional resources)	"Enterprise Excellence: A Guide to World-Class Competition", by Frigon, Normand & Harry Jackson, 2009 - Wiley www.wiley.com, ISBN# 978-0-470-27473-6 Available for online purchase through LTU Bookstore at: http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489
ADDITIONAL RESOURCES	LTU Online student resources: http://www.ltu.edu/ltuonline/
TECHNICAL SUPPORT	Technical support for using Blackboard is provided by the Helpdesk. Visit www.ltu.edu/ehelp or 248.204.2330 or helpdesk@ltu.edu

LTU ACADEMIC INTEGRITY:
Students, faculty & staff are expected to follow established standards of academic integrity & honesty. Academic misconduct entails dishonesty or deception in fulfilling academic requirements and includes but is not limited to cheating, plagiarism, or the furnishing of false information to the University or a University affiliates in matters related to academics. An affiliate of the University is any person, organization, or company who works in conjunction with Lawrence Technological University for the purposes of assisting students in fulfilling their academic requirements. It is therefore this institution's stated policy that no form of dishonesty among its faculty or students will be tolerated. Although all members of the University community have an obligation to report occurrences of dishonesty, each individual is responsible for his or her own conduct.

COURSE SCHEDULE FOR TRADITIONAL SEMESTER COURSES

This fully online course begins with a partial week online course orientation period to familiarize yourself with the online learning environment and to meet online or via the phone with your instructor. Each subsequent week starts on a Monday and ends on a Sunday.

Dates	Modules	Topics / Readings	Assignments Due
Semester Start / Jan 10 – Jan 16	Module 0	Overview of textbook & Bb Discussion Board Postings Four (4) Posts required / week required on Bb Discussion Board Reply to Survey for On-Line hours	Bb Discussion Board Module 0 Student / Instructor Introduction
Week of Jan 17 – Jan 23	Module 1	Chapter 1 – Introduction in Text	Bb Discussion Board #1 (1 point only) **Assignment #1**
Week of Jan 24 – Jan 30	Module 2	Chapter 2 – Managing & Leading Enterprise Excellence Chapter 2 – Course Notes **Select Case Study #1 Topic by Jan 30th**	Bb Discussion Board #2 **Assignment #2** Post Case Study Topic
Week of Jan 31 – Feb 6	Module 3	Chapter 3 – Enterprise Excellence Deployment Chapter 3 – Course Notes	Bb Discussion Board #3 **Assignment #3**
Week of Feb 7 – Feb 13	Module 4	Chapter 4 – Enterprise Excellence Implementation Chapter 4 – Course Notes	Bb Discussion Board #4 **Assignment #4**
Week of Feb 14 – Feb 20	Module 5	Chapter 5 – Listening to Voice of the Customer Chapter 5 – Course Notes	Bb Discussion Board #5 **Assignment #5**
Week of Feb 21 – Feb 27	Case Study # 1 Due	Post Case Study Discussion Board with 2 questions for course mates to reply	Bb Discussion Board #6
Week of Feb 28 – March 6	Mid-Term	Exam posted on Feb 28th	**Submit Mid-Term by midnight Sun Mar 6th**
Week of March 7 – March 13	Research Paper Topic Selection	**Discuss Research Paper Topics Submit Company by Mar 13th for Research Paper from Topics List**	Bb Discussion Board #7 (4 postings required)
Week of March 14 – March 20	Module 6	Chapter 6 – Define: Know & Understand Your Processes Chapter 6 – Course Notes	Bb Discussion Board #8 **Assignment #6**
Week of Mar 21 – Mar 27	Module 7	Chapter 7 – Measure Chapter 7 – Course Notes	Bb Discussion Board #9 **Assignment #7**
Week of Mar 28 – April 3	Module 8	Chapter 8 – Analyze & Improve Effectiveness Chapter 8 – Course Notes	Bb Discussion Board #10 **Assignment #8**
Week of Apr 4 – Apr 10	Research Paper **Due April 4th**	Post your Research Paper to the Discussion Board along with 2 questions for coursemates	Bb Discussion Board #11 Read each Research Paper & reply to questions posted
Week of Apr 11 – Apr 17	Module 9	Chapter 9 – Analyze & Improve Efficiency Chapter 9 - Course Notes	Bb Discussion Board #12 **Assignment #9**
Week of Apr 18 – Apr 24	Module 10	Chapter 10 – Control & Continuous Improvement Chapter 10 – Course Notes Exam Posted April 24	Bb Discussion Board #13 **Assignment #10**
Week of Apr 25 – May 1	Final Exam / Course Learnings	Exam Due on or Before May 1 – NO EXCEPTIONS	Final Grades available May 3rd, posted by May 7th

STUDENT EVALUATION

The course has 10 assignments, 1 Case Study, 1 Research Paper, 1 Mid-Term & 1 Final Exam, totaling 100 points. Letter grades are awarded based on the total number of points achieved. Points are deducted for late assignments.

EXAMPLES:

Assignments	Points
Textbook Questions	10
Discussion Board Posting – 13 Discussion Boards (2 points per week, EXCEPT Week #1 = 1 point)	25
Mid-Term Exam	15
Case Study	15
Research Paper	20
Final Exam	15
Total Points	100

Class Points	Letter Grade
96 and above	A
90 – 95	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
77 – 79	C+
73 – 76	C
70 – 72	C-
61 – 70	D (Undergrad Only)
60 and below	E

Note: Grades lower than a "B" fall below the LTU graduate standard

EDUCATIONAL GOALS
This course provides an introduction and detailed discussion on the need for Enterprise Excellence Deployment & Implementation, productivity management, Voice of the Customer, case studies, analyzing and improving efficiency & effectiveness, measure & understanding of the underlying principles of continuous process improvement.

STUDENT LEARNING OBJECTIVES / OUTCOMES
The course is designed to cover the managerial and technical elements of Total Productivity Management. Therefore, the main objectives of this course are: clarification of quality, technology and productivity misconceptions, discussion of problems with partial productivity perspective, to provide an understanding of Total Productivity Management and the 10 step process, discuss Case Studies and learn the unique features and benefits of Total Productivity Management.

These objectives will be evaluated via assignments, on-line discussion, examinations, and other methods throughout the course

PREREQUISITE SKILLS
Microsoft Powerpoint, Word, Excel

INSTRUCTIONAL METHODS AND COURSE ORGANIZATION
A variety of instructional methodologies are used in this course.

Blackboard Learning Environment – Blackboard at my.ltu.edu contains the syllabus, all assignments, reading materials, narrated PowerPoint mini-lectures, podcasts, written lecture notes, chapter quizzes, links to Web resources, and discussion forums. You will submit all assignments via Blackboard, and are expected to participate regularly in discussion topics. Please take time to familiarize yourself with the organization of the Blackboard site. You will want to check the site frequently for announcements reminding you of new resources and upcoming assignments.
Student/Instructor Conversations – Students keep in touch with the instructor via e-mail messages, telephone conference calls.
Self-Assessments – Pre- and post- self-assessment tools will help students measure their entering skills and progress during the course.
Required Reading – Textbook chapters should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.
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CLASS POLICIES AND EXPECTATIONS
(Please review to verify the information supports student expectations. Update as needed for alignment with your course policies, learning objectives, and student expectations.)

I plan to offer you a valuable learning experience, and expect us to work together to achieve this goal. Here are some general expectations regarding this course:

Each student has a LTU email account. If you wish to use a different email address for this course, please **change your email address in Blackboard under "Blackboard Tools", then "Personal Information"** and send an email to me so I can store your address in my email directory.

Readings, discussion forum participation, and written assignments must be completed according to the class schedule. It is important to contact the instructor as needed to discuss personal needs regarding course requirements and assignments.

It is essential that all students actively contribute to the course objectives through their experiences and working knowledge.

All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office compatible software. If you need to submit an assignment via email, contact the instructor in advance.

Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus.

Be prepared to log into Blackboard at least once each day. Please focus your online correspondence within the appropriate Blackboard discussion forums so that your colleagues can learn from you.

At midterm and at the end of the course, you will be invited to participate in a University evaluation of this course. Your feedback is important to the University, to LTU Online, and to me as an instructor, and I encourage you to participate in the evaluation process.

It is important for you as students to know what to expect from me as your instructor:
- I will be available to you via e-mail and phone, and will promptly reply to your messages.
- I will be available to you for face-to-face appointments as requested.
- I will maintain the Blackboard web site with current materials, and will resolve any content-related problems promptly as they are reported to me.
- I will send out a weekly e-mail update to all class members to guide upcoming work and remind you of assignment due dates.
- I will return all assignments to you promptly, and will include individualized comments and suggestions with each assignment.
- I will hold our personal written or verbal communications in confidence. I will not post any of your assignments for viewing by the class without requesting your approval in advance.
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.
- If any of these points need clarification, or when special circumstances arise that require my assistance, please contact me so that we can discuss the matter personally.

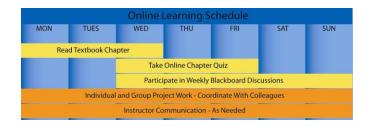**PRACTICAL GUIDELINES FOR CLASS LOAD EXPECTATIONS**

A three-credit course generally requires <u>at least</u> nine hours per week of time commitment. Here are some practical guidelines to help schedule your time commitments for this online course:

- A 14-week semester (the Summer semester is compressed into 10 weeks) would require at least 126 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
- You should reserve at least 6 hours per week to read the required textbook chapters and resources, participate in online discussions, review presentation materials, and work through online quizzes. This effort will total at least 84 hours over the course of the semester.
- You should organize your remaining time to roughly correspond with the point value of each major assignment. This means that you should plan to spend <u>at least</u>:
    - 8-9 hours preparing your case study review;
    - 24-40 hours working with your group on the three parts of your semester-long project;
    - 8-9 hours working on the various components of your reflective consolidation (final exam).

These guidelines may not reflect the actual amount of outside time that you – as a unique individual with your own learning style – will need to complete the course requirements. The number of hours each week will vary based on assignment due dates, so please plan ahead to insure that you schedule your academic, work, and personal time effectively. The following graphic can be used to guide you in planning your weekly course work to remain on schedule:

ASSIGNMENT DETAILS

Course assignments and evaluation criteria are detailed below. Please review these requirements carefully. See the section Academic Resources / Assessment Guidelines for information about assessment of written and oral presentations.

Details for all assignments are shown below. Please note that you should not submit any assignments to the Blackboard "Digital Drop Box." All assignments are submitted using the Blackboard "Assignments" or "SafeAssign" function. Some assignments are also posted to the Blackboard Discussion Forum for student comments. All grades will be posted in the Grade Center.

Assignment Textbook Homework (10 points)

Text Book Assignments – Submit response to 1 question per Chapter, 1 point each Chapter

Discussion Board Postings (20 points)

Students who bring valuable experience, and learning through lively online discussions is encouraged. Discussion will be conducted through the Blackboard system in the "Discussion Board" area of the module. Written responses are expected to be of high quality, challenge each other's thoughts and build upon or offer a differing viewpoint. A simple "Yes, No, I agree, etc." is considered to be non-value added and unacceptable. Each student is expected to actively participate in online activities.

Class participation is evaluated to a maximum of 20 points based on:

2 points awarded weekly for 4 complete postings which include1 actively participating in Blackboard discussion forums, responding to questions posted by the instructor, and interacting positively with other students.

Postings – Minimum 4 postings required per week, postings must be 24 hours apart

1. Reply to the weekly Module Discussion Board (1 post)
2. Interacting positively with other students (min. 3 posts)

Productivity Case Study Presentation #1 (15 Points)

Individual Case Study #1 - Guidelines:
Powerpoint Presentation slides only - 20 pages maximum (with optional use of Impatica)
Information must be clear, complete, correct, current & concise
Adhere to LTU's Academic Honor Code policy

Include the following in your presentation:
- Presentation Agenda or Contents Page
- General definition & overview of your topic (as available, reference text)
- General applications of the topic in industry
- Specific example(s) or proposed application of the tool/topic
- Benefits (Advantages / Disadvantages)
- Sources of Information (cite all references)

Notes: The text should be referenced for information related to the topic.
Suggest Trade or Academic Journal for application(s) of topic in industry.

Presentation Agenda / Contents Page with Name & Topic – 2 points
General definition & overview of your topic with reference from text –1 point
General applications of the topic in industry – 1 point
Specific example(s) or proposed application of the tool/topic – 1 point
Benefits (Advantages / Disadvantages) – 1 point
Organization and overall writing quality – 3 point
Use of either a "lessons learned" or "best practices" approach – 1 point
Overall critical thinking and writing quality – 4 points
Use of at least three citations from trade or academic journals – 2 points
Use of APA citation formatting – 1 point
Your Blackboard discussion forum posting and response to questions:
Posting your document and a brief "executive summary" – 1 point
Posting one or two focused questions for follow-up discussion – 1 point
Responses to questions from class members – 1 points

Case Study #1 - Presentation Topics

Voice of the Customer
Leading Change
Quality Functional Deployment as it relates to Enterprise Excellence & Customer Focus
CDOV Process
Design for Six Sigma as a Tool to achieve Enterprise Excellence
Creating a Productive Work Space / Environment
E-supply chain & effects on Enterprise Productivity
Creating a Productive Day
Planning & Time Management
Delegation & Empowerment
Process Variation
Process Capability
Tools to Analyze & Improve Effectiveness
Tools to Analyze & Improve Efficiency
5S Process
Customer Service
Employee Reward / Recognition Methods
The Role of Management to Achieve Enterprise Excellence
Leadership Styles and Models
Enterprise Excellence Planning & Implementation
Topic of your choice related to Enterprise Productivity, must be pre-approved by Instructor.

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Mid-Term (15 Points)

Questions based on information presented in text, course notes, Modules & Case Studies may include:
- Essay, fill-in blank, multiple choice, sketch diagrams, basic calculations, identify equations, etc.

Individual Term Paper (20 Points)

Each individual is responsible to write a term paper (no more than 10 pages in length, double spaced, size 12 font). You must choose a Company from Business Week's 2008 Top 25 Most Innovative Company List that must be agreed upon by the instructor. The list will be posted on Blackboard for reference. The assignment is to choose & to research a Company, to define the Product or Service, Market, Major Competitors, Rank within Segment and assess application of Total Productivity Management within the company. Elements must include the following:

The Company Overview (Product, Service, Market, Customer)   3 points
   - Organizational Facts & History
   - Operating Segments With in Organization
   - Financial Performance / Rank in Segment
   - Mission of the Company / Organization / Department
   - Investment in Training & Research
SWOT Analysis   3 points
Performance Metrics / Employee Reward Program   3 points
Reference Enterprise Excellence Text to Recommend Changes   3 points
& Predict Future Performance

You must refer to **at least five credible sources** and specify them on the list of your references; Internet sources are only acceptable if they are credible. If you have questions, please ask.
• Inclusion of accurate information from each topic above – 12 points (breakdown above)
• Organization and overall writing quality – 2 points
• Use of at least two citations from trade or academic journals – 2 points
• Use of APA citation formatting – 1 point
• Your Blackboard discussion forum posting and response to questions (up to 3 points)
• Posting your document and a brief "executive summary" – 1 point
• Posting one or two focused questions for follow-up discussion – 1 point
• Responses to questions from class members – 1 point

Individual analysis of each chosen Company should include such items as:
- Major problem faced by the organization (if any)
- Alternatives and evaluation
- Your recommendations & rationale
- Implementation of Enterprise Excellencet: How? When?

Final Exam (20 Points)

Questions based on information presented in text, course notes, Modules & Case Studies may include:
- Essay, fill-in blank, multiple choice, sketch diagrams, basic calculations, identify equations, etc.

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SYLLABUS ADDENDA

Please see the LTU Online "Current Students" web site http://www.ltu.edu/ltuonline/ for comprehensive information about Lawrence Tech's academic services, library services, student services, and academic integrity standards. The content of this web site is explicitly included as syllabus requirements.

The LTU Online "Current Students" web site also includes grading rubrics used by your instructor to evaluate written assignments, discussion forum participation, and group assignments. Please note that the SafeAssign anti-plagiarism product will be used for written assignments submitted for this course. Please see the instructions included on the LTU Online web site regarding the use of the SafeAssign product.