
THE BASIC UNDERGRADUATE POM COURSE: FACULTY OPINIONS OF DESIRED COURSE CONTENT AND THE ADEQUACY OF EXISTING TEXTBOOKS

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ABSTRACT

Professors teaching the basic undergraduate POM course were surveyed to determine what topics they covered (and to what degree), what additional topics they felt should be covered, the adequacy of the textbooks being used, who was required to take the POM course, and other related issues. A great discrepancy was found regarding who was required to take the course. For example, 85.9% of the schools responding required it of their Management Majors but only 18.2% required it of MIS, CIS, or Information System Majors. Of twenty-one subjects/topics asked about, over 90% of those responding indicated Intensive or Moderate coverage of Inventory Control and Quality Concepts. Over half reported such coverage for QC/SPC Methods, Project Management, JIT Concepts, Forecasting, Capacity Planning, MRP, Layout Strategies, Location Strategies, Decision Making, Productivity Measures, and Order Scheduling/Loading. Less than 50% reported such coverage of Linear Programming, Queuing Models, Transportation Problems, Learning Curves, Simulation, Assignment Problems, Global Programming, or Integer Programming. Most professors were reasonably happy with their textbooks, with 75.7% describing their current textbooks as either "About Right," "Very Good," or "Excellent." But, there appeared to be two distinct market segments, one wanting more quantitative material and one wanting more qualitative material.

INTRODUCTION

Although the study of the activities involved in the transformation processes that are used in creating services or products is not new, Operations Management as a field is relatively young (Heizer and Render, 2001). As is typical of a new area, the field has undergone many changes and now includes a blend of topics from statistics, industrial engineering, management science, management, strategy, marketing, accounting and others. As these changes have taken place,

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this practice tends to de-emphasize the importance of these modules to students and professors alike. We recommend that these topics be treated as normal chapters in the textbooks allowing professors to emphasize or treat those chapters they believe to be of primary importance. This may be primarily appropriate for the quantitative market segment.

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APPENDIX UNDERGRADUATE OPERATIONS MANAGEMENT COURSE SURVEY	
The purpose of this survey is to assess the current status of and determine trends in the teaching of Operations Management (or Production/Operations Management) in schools and colleges of business. Your time in completing and returning this survey will be greatly appreciated. We will be happy to share the results with you if you desire.	
Please check the appropriate response(s) to each question.	
1.	My college or university has a: <input type="checkbox"/> College (or School) of Business <input type="checkbox"/> Department of Business
2.	My college or university has the following programs in Business: <input type="checkbox"/> Undergraduate Program Only <input type="checkbox"/> Graduate Program Only <input type="checkbox"/> Both Undergraduate & Graduate
3.	Our Business program(s) is: <input type="checkbox"/> Not Accredited <input type="checkbox"/> Accredited by AACSB <input type="checkbox"/> Accredited by: _____ <input type="checkbox"/> In process of accreditation by _____ Other: _____
4.	Does your college/school/department offer an UNDERGRADUATE COURSE in Operations Management/POM? <input type="checkbox"/> Yes <input type="checkbox"/> NO, But anticipate adding one <input type="checkbox"/> NO, With no plans to implement one
5.	If you answered "YES" to Question 4 above, please continue with Question 6, otherwise please stop and go to Question 18.
6.	Course Title: _____
7.	Operations Management is a REQUIRED COURSE for the following majors: <input type="checkbox"/> Accounting <input type="checkbox"/> Economics <input type="checkbox"/> Finance <input type="checkbox"/> Management <input type="checkbox"/> Marketing <input type="checkbox"/> Other(Please Identify) _____ <input type="checkbox"/> Not required for any undergraduate major in business but it may be taken as an elective.
8.	Please indicate the level at which your Operations Management Course is taught. <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior
9.	What, if any, are the prerequisites for the Operations Management course? <input type="checkbox"/> Calculus <input type="checkbox"/> Statistics <input type="checkbox"/> Quantitative Methods Other (Please list) _____