

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Operations and Systems Management

**COURSE NUMBER:** BBM 441

**PRE-REQUISITE(S):** NONE

**COURSE DESCRIPTION:**

An integral part of any business is the operations, whether a goods producing or service provider. BDC q02

B-4 Construct a process flow in Microsoft Visio-Team Objective.

**GOAL C:**

Understand the critical advantages of operations strategy.

**Learning Objectives:** The student will:

- C-1 Explain how to link departmental strategies to create an overall Operations Strategy with competitive priorities.
- C-2 Explain how operations strategy is a pattern of decisions directed at processes, systems and procedures in order to achieve competitive priorities

**GOAL D:**

Recognize the importance of managing customer relationships, project processes and technology.

**Learning Objectives:** The student will:

- D-1 Discuss how service strategy, capital and customer involvement influence the processes of service providers.
- D-2 Describe the fundamental role of the technological applications and how the proper technology can reduce costs and streamline the process.
- D-3 Utilize MS Visio and MS Project to map a process and create visibility of a process.

**GOAL E:**

Identify the correct process control for an application such as forecasting, inventory management, and statistical control

**Learning Objectives:** The student will