ARTH 3440 OPERATIONS MANAGEMENT IN PRINTING INDUSTRY (3 credit hours)

Elmira College

SPRING 2025

Required Text:
1. Heizer, J., & Render, B. (2023), *Operations Management*, 13th edition, Pearson Education.
2. Nahmias, S., & Hill, T. L. (2020), *Production and Operations Management,* 9th edition, Cengage Learning.

Pre-requisites: MGMT 3300 Principles of Management.

Course Description
This course is designed to provide students with an in-depth understanding of operations and process management within the printing industry. It encompasses a broad array of subjects essential for overseeing the production and workflow in printing establishments. Students will explore the detailed workings of printing operations of the industry, starting from the preliminary job preparation phase through to the ultimate distribution of printed goods. The syllabus highlights the significance of achieving efficiency and accuracy at each stage of the process, ensuring that students are fully prepared to address the distinctive challenges inherent in the printing industry.

Course Objectives and Goals
➢ Understand and evaluate the various stages of printing operations, from job setup to final delivery, and identify areas for improvement to enhance efficiency and productivity.
➢ Develop skills in planning and organizing the sequence of printing jobs to optimize the use of resources, minimize downtime, and meet deadlines effectively.
➢ Learn and apply quality assurance techniques specific to the printing industry, ensuring consistent and high-quality print outputs that meet customer expectations.
➢ Acquire knowledge of inventory control systems to manage raw materials and finished products efficiently, reducing waste and controlling costs.
➢ Recognize the environmental implications of printing operations and learn about sustainable practices, waste management, and the use of eco-friendly materials and processes.

Evaluation of Performance
Your grade will be based upon your performance on exams, assignments, and participation.

5 Assignments	15%
2 Quizzes	15%
1 Presentation	10%

2 Projects & Reports	20%	
Midterm Exam	15%	
Final Exam	25%	
Total	100%	

Grades will be assigned as follows:

A	93% and above	B-	80 - 82%	D+	67 - 69%
A-	90 - 92%	C+	77 - 79%	D	63 - 66%
B+	87 - 89%	C	73 - 76%	D-	60 - 62%
B	83 - 86%	C-	70 - 72%	F	59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the **Code of Conduct**. Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:
- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

Topic	Materials	Tasks & Evaluations
Introduction to Operations and Process Management	Chapter 1	
Understanding the Printing Process	Chapter 2	Assignment 1
Process Analysis and Mapping	Chapter 3	
Capacity Planning and Management	Chapter 4	Assignment 2
Production Scheduling Techniques	Chapter 5	Quiz 1
Inventory Management in Printing	Chapter 6	
Quality Control and Assurance	Chapter 7	Assignment 3
Facility Layout and Design	Chapter 8	Project & Report 1
Supply Chain Management for Printing	Chapter 9	
Lean Manufacturing and Process Improvement	Chapter 10	Midterm Exam
Project Management in Operations	Chapter 11	
Technology and Automation in Printing	Chapter 12	Assignment 4
Environmental Management and Sustainability	Chapter 13	Quiz 2
Human Resource Management in Operations	Chapter 14	
Financial Management for Operations	Chapter 15	Assignment 5

Risk Management and Contingency Planning	Chapter 16	
Customer Relationship Management in Printing	Chapter 17	Project & Report 2
Innovation and New Product Development	Chapter 18	
Global Operations and International Trade	Chapter 19	Presentation
Strategic Operations Management	Chapter 20	Final Exam