Operations Management: Contemporary Concepts

Roger G Schroeder
Operations Management: Contemporary Concepts and Cases provides a framework of management practices based on more recent trends, such as globalization, theory Z concepts, McKinsey’s 7-S approach, excellence models, productivity and quality issues, etc. With the appearance of global entities like the World Trade Organization (WTO) and the European Economic Community (EEC), we are all now operating in a global economy. Our managers need to think globally even while operating in the domestic market. We are losing our market shares even in our domestic market because of competition from foreign companies. Hence
Key Concepts in Operations Management introduces a selection of key concepts and techniques in the field. Concise, informative and contemporary, with consideration given to explaining the principles of the topic, as well as the relevant debates and literature, the book contains over 50 concept entries including: Operations Strategy, Managing Innovation, Process Modeling, New Product Development, Forecasting, Planning and Control, Supply Chain Management, Risk Management and many more.
Roger Schroeder, Susan Goldstein, M. Johnny Rungtusanatham. Operations Management: Contemporary Concepts and Cases, is an ideal book for the instructor seeking a short text with cases. This book employs a cross-functional perspective, appealing to non-majors and practical for use in an MBA level course in operations management. The size and price of the book also make the text attractive for the cross-functional curriculum where students are required to purchase more than one text. The cases offer variety in length and rigor; and several are from Harvard and Darden. This mix makes the book app The design and management of seamless, value-added processes across organizational boundaries to meet the real needs of the end customer. SCOR model: Supply Chain Operations Reference. The integration of three traditionally separate functions: purchasing, operations, and logistics. Demand Management. Refers to decisions that are taken to affect the quantities demanded of one or more products that are served by a supply chain. These decisions typically are undertaken by marketing and include mechanisms such as what products and product features to offer, what the pricing should be, how products are presented on theme: "Operations Management Contemporary Concepts and Cases"&© Presentation transcript: 1 Operations Management Contemporary Concepts and Cases Chapter One The Operations Function McGraw-Hill/Irwin Copyright © 2011 by The McGraw-Hill Companies, Inc. All rights reserved. 2 Chapter Outline Why Study Operations Management? Contemporary Operations Themes Service and Manufacturing (differences and implications) Customer-Directed Operations Lean Integration of Operations with Other Functions Environmental Concerns and Sustainability Supply Chain Management Globalization of Operations.