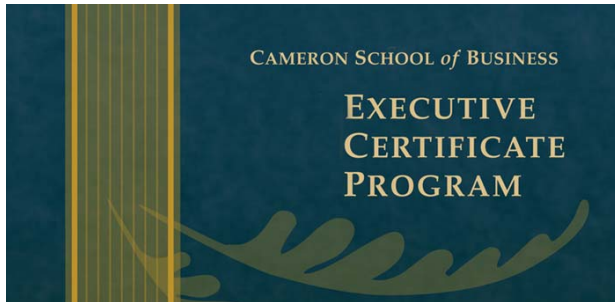


Operations Management - Module Overview

Operations is considered one of the primary business functions. Since it deals directly with the creation of goods and services it typically involves the greatest portion of the organizations employees and a large portion of the firm's capital assets. Operations has the greatest impact on quality and is often the visual aspect of the organization to the customer. This module will give the participant an insight into the creation of goods and services and resulting efficiencies, quality and customer satisfaction issues. If a firm is to be profitable, they need to not only know *what* the customer wants and needs, but how to provide it in an efficient manner all the while insuring high customer satisfaction. To be able to accomplish these activities, processes must be developed to ensure consistency, reliability and quality. This module will address the operational tools and concepts necessary to achieve these goals.

Operations Management - Learning Objectives

- To be able to put Operations Management concepts and techniques into the organizational context.
- To gain an understanding of managing both product and service creation and delivery
- Create an awareness of the importance of forecasting demand and resulting capacity issues.
- Understand the importance of product/service design.
- To gain insights into the strategic and operational aspects of facility location and facility layout.
- Create awareness of the new frontier in operational efficiencies and customer satisfaction – Supply Chain management.



- To develop a customer centric approach to fulfilling customer demand such that we will improve quality, customer satisfaction and loyalty.

Operations Management - Module Topics

- Operations Management in practice
- Organization for the creation of goods and services
- Service Vs manufacturing operations
- Demand forecasting and capacity design
- Product and service design
- Facility location analysis
- Facility layout
- Managing the supply chain
- Quality management