Class Activities

These lively and stimulating ideas for use in and out of class reinforce active learning. The activities apply to individual or group projects.

# Chapter 1. Operations Management, Processes and Supply Chain Management

**Operations Management at Target**

LO 1-1: Define and discuss operations management.

LO 1-2: Define processes and supply chains.

Online or Offline; Individual or Group

Read Target’s purpose statement (listed as “Our Purpose” at the link below). How is operations management relevant to Target? Why is Target’s supply chain and how their supply chain is managed of great importance to the company?

<https://corporate.target.com/about/purpose-beliefs>

**Changing Times**

LO 1-1: Define and discuss operations management.

LO 1-2: Define processes and supply chains.

LO 1-6: Summarize a number of the important developments in operations management.

Online or Offline; Individual or Group

Ask an elderly (70 years old+) member of your family, friend, or acquaintance about their experiences as a consumer early in their life. How did they obtain the products that they needed? How much choice and power did they have as a consumer? How has consumer power changed over time and how must operations management professionals respond to these changes?

**Service versus Manufacturing**

LO 1-1: Define and discuss operations management.

LO 1-5: Discuss the importance of operations management in services.

Online or Offline; Individual or Group

Arrange to visit to two local companies/firms. One firm should be a service provider (bank, restaurant, etc.) and one should be a manufacturer. How do these firms differ? How do customers interact with these firms? If possible, inquire with firm management about the firm’s important processes. How are these processes handled differently in the different firms?