

Solution Manual for Operations Management A Supply Chain Process Approach 1st Edition Wisner 9781483383064

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Solution Manual

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Class Activities

Chapter 2. Corporate Strategy, Performance, and Sustainability

Insulate Your Bottles

LO 2-1: List the properties of a mission statement and how corporate strategies are developed

LO 2-2: Describe how companies create operations strategies for competitive advantage

LO 2-3: Explain the tradeoffs in operations strategies

Online or Offline; Individual or Group

You and a friend have decided to create a company that designs and manufactures insulating “socks” for water bottles. What would be your company’s mission statement? How would your company integrate operations management concerns into its mission and strategy? For example of such a company, see the link below to Freaker USA, a Wilmington, North Carolina-based maker of beverage insulators. An article for Entrepreneur is also linked below that provides a unique perspective into how Freaker USA has shaped its missions statement.

Freaker USA: <http://www.freakerusa.com/>

Entrepreneur Article including reference to Freaker USA mission:

<https://www.entrepreneur.com/article/243385>

The Sustainable Lorax

LO 2-5: Demonstrate how corporate ethics and sustainability impact corporate and operations strategies
Online or Offline; Individual or Group

Read Dr. Seuss' famous book "The Lorax" (widely available from nearly any brick-and-mortar or online bookstore). Alternatively, "The Lorax" animated TV special (1972) may be viewed. This TV special is readily available online and follows the book's storyline faithfully. How did the Once-ler's process change over time? What operational and sustainability issues did the Once-ler face? How might he have overcome these issues?

Feger, A. L. R., & Thomas, G. A. (2011). Bailing Out the Once-Ler: Using Dr. Seuss to Teach Operations Management. *Decision Sciences Journal of Innovative Education*, 9(1), 69-73.

<http://onlinelibrary.wiley.com/doi/10.1111/j.1540-4609.2010.00291.x/abstract>

Sandwich Productivity

LO 2-4: Discuss a number of operations performance measures and potential measurement problems
Offline; Individual or Group

Purchase a loaf of sandwich bread, a jar of peanut butter (other butters can be substituted in case of allergy concerns), and a jar of jelly or jam. The instructor will then ask students to create as many "acceptable" peanut butter and jelly sandwiches as possible using the bread, peanut butter, and jelly. The instructor is the final judge of what an "acceptable" sandwich is and may provide (or not provide) additional guidelines for sandwiches before sandwich construction begins. After building sandwiches, determine your sandwich production process productivity. How could you improve your productivity?