**OPERATIONS MANAGEMENT**

**Introduction**

During Unit 1, the chapters 1, 2 and 3 of the book Operations Strategy introduce the concepts of Operations Management and Operations Strategy and describe the Operations Strategy formulation process. While, chapters 6, 9, 10 & 14 of the book Strategic Management address the processes and tools to formulate strategies used to match market requirements with operations resources.

**Textbooks**

There may be additional required/recommended readings, supplemental materials, or other resources and websites necessary for lessons; these will be provided for you in the course's General Information and Forums area, and throughout the term via the weekly course Unit areas and the Learning Guides.

* Crowther, D & Aras, G. (2008). *Corporate Social Responsibility*.
* Knowles, G. (2011). *Quality Management*. Bookboon.com.
* Lu, D. (2011). *Fundamentals of Supply Chain Management*. Bookboon.com.
* James, T. (2011). *Operations Strategy*. Bookboon.com.
* Ritson, N. (2013). *Strategic Management*. Bookboon.com.
* Quinn, S. (2010). *Management Basics*. Bookboon.com.
* Sneller, L. (2014). *A Guide to ERP: Benefits, Implementation, and Trends*.

Compose a 3-page paper that addresses the case you chose. Before you begin writing, please see the [General Guidelines for Case Studies](https://my.uopeople.edu/pluginfile.php/771266/mod_book/chapter/229758/General%20Guidelines%20for%20Case%20Studies.pdf) and review the assessment criteria below.

**Assessment Criteria - General Guidelines for Case Studies**

A case study is a short description of a real business situation. Analyzing case studies gives you the opportunity to apply concepts you’re learning to real business problems. Cases are generally written for several types of analysis. Usually, there is not a "right or wrong" answer. Rather, cases provide a vehicle for you to demonstrate your understanding and ability to apply course concepts and theories. You must use appropriate sources (properly cited) to support your position. Check your analysis by assessing how well it demonstrates your subject knowledge. If your answer relies solely on your ‘impressions’ of the topic, it is likely that the analysis is not your best effort.

Simply answering the questions which are part of the case is not enough; consider the questions to be clues to the important concepts and facts. You are strongly encouraged to use the following outline so that your analysis is organized appropriately:

* Identify both the key issues and the underlying issues. In identifying the issues, you should be able to connect them to the business principles which apply to this situation.
* Discuss the facts which affect these issues. The case may have too much information. In your discussion, you should filter the information and discuss those facts which are pertinent to the issues identified above.
* Discuss your tentative solution to the problem and how you would implement your solution. What actions would you propose to respond to the situation, based on the knowledge you have gained in this course? You should draw on knowledge gained in your readings, experience and coursework (in this course and others) to support your response. Be sure to properly cite references in APA format. You should also draw on other references such as business periodicals and relevant journals. Remember that an *analysis* is more than simply a *summary* of the Case Study.
* Discuss follow-up and contingency plans. How will the organization know that your proposed solution is working? What should they do if it does not work?

**Case Study - Written Assignment #1 (3page)**

Strategic Management Insight is an online platform dedicated to providing comprehensive information about Strategic Management related topics. As part of its resources, a set of SWOT examples for 2013 top performing companies is offered.

Based on the company analysis of your choice within the examples found here: <http://www.strategicmanagementinsight.com/swot-analyses.html>, you should consider the following questions:

1. What are the main changes occurred in your selected company from 2013 up to today? (Explain at least 3 changes and refer to the information source used)
2. How have the strengths of the company evolved in this period? (Explain at least one change and refer to the information source used)
3. What do you consider to be the weaknesses of the company during this period? (Explain at least one change and refer to the information source used)
4. How have the opportunities of the company evolved in this period? (Explain at least one change and refer to the information source used)
5. What do you consider to be the threats to the company during this period? (Explain at least one change and refer to the information source used)

**Evaluation Criteria**

* Have you identified the critical issues/problems in the case and analyzed the key facts related to the issues/problems?
* Have you discussed a tentative solution that addresses the issues/problems and how you would implement your solution?
* Is information from the textbook and other sources integrated into your analysis appropriately? For all sources, you must provide complete APA citations.
* Is the paper professionally presented? Remember your audience. It is important to present your information as clearly and succinctly as possible. Do not sacrifice thoroughness for mere brevity.