### **Business week 18**

### **Handout 1: Introduction to Operations Management**

**Objective:**

* Understand the basics of operations management and how it helps a business be more efficient and productive.

**1. What is Operations Management (运营管理)?**

Operations management is about organizing and managing the processes that produce goods and services. The goal is to make sure things run smoothly, efficiently (高效), and that the product or service meets the customers' needs.

**Why is Operations Management Important?**

* It helps businesses **control costs (控制成本)** and **improve quality (提高质量)**.
* It ensures that products or services are delivered on time, every time.
* It keeps businesses running smoothly and helps satisfy customers.

**2. Key Parts of Operations Management**

**1. Process Management (流程管理):**  
This is managing the way things are done in the business. It makes sure the processes are fast, high-quality, and efficient.

*Example:*  
A bakery might need to ensure that the process from mixing dough to baking bread is smooth and quick.

**2. Capacity Planning (产能规划):**  
This is about deciding how much the business can produce and ensuring it matches customer demand. For example, how many smartphones the company can make in a month.

*Example:*  
A smartphone company plans to produce 100,000 units this month to meet demand.

**3. Quality Control (质量控制):**  
This ensures the product or service is of high quality and meets customer expectations.

*Example:*  
A toy company checks each toy for safety before it is sold.

**4. Inventory Management (库存管理):**  
This is making sure there is enough stock to meet demand, but not too much. Businesses want to avoid both **stockouts (缺货)** and **overstocking (库存过多)**.

*Example:*  
A clothing store needs to keep track of stock to ensure popular items are always available but not order too much that it cannot be sold.

**3. Activity: Process Management Exercise**

**Task:**  
In small groups, pick a simple process (e.g., making a sandwich, assembling a gadget, or cooking a dish). Break the process down into its steps and discuss how each step can be made faster or more efficient.

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**Handout 2: Supply Chain Basics**

**Objective:**

* Learn the basics of supply chain management and its role in operations management.

**1. What is a Supply Chain (供应链)?**

A supply chain is the system that moves a product from the **supplier (供应商)** to the customer. It includes all the people, businesses, activities, and resources that are needed to get a product to the customer.

**Why is Supply Chain Management Important?**

* It helps ensure products are delivered to customers on time.
* It reduces costs by managing inventory (库存).
* It helps businesses meet customer needs by having the right products at the right time.

**2. Key Parts of a Supply Chain**

1. **Suppliers (供应商):**  
   These are the businesses that provide the raw materials or parts needed to make a product.

*Example:*  
A car manufacturer buys parts like tires and engines from suppliers.

1. **Manufacturing (制造):**  
   This is the process of turning raw materials into a finished product. This can happen in factories or other production sites.

*Example:*  
A toy company assembles toys in a factory before shipping them.

1. **Distribution (分销):**  
   This is how the product moves from the factory to customers, whether through stores, warehouses, or online stores.

*Example:*  
A clothing brand ships its clothes from the warehouse to stores and online customers.

1. **Retailers (零售商):**  
   These are the businesses that sell the product to customers, either online or in physical stores.

*Example:*  
A supermarket sells food products to customers.

**3. Activity: Map Your Own Supply Chain**

**Task:**  
In pairs, choose a product (e.g., a smartphone, sandwich, or T-shirt) and map its supply chain. Discuss:

* The suppliers that provide raw materials. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* The manufacturing process. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* How the product is distributed. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Where it is sold (retailers). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_