Chapter Outline

# Chapter 1:Inrtoduction to Managing Global Operations and Supply Chains

***See pages 1-26.***

Operations Profile: Intel Uses Quality Control to Achieve World Domination

 Supply Chains and Operations Management in the Global Economy

 Offshoring and Outsourcing

 Globalization, Supply Chains, and Operations Management

Consider This 1.1: Is American Manufacturing Dead?

 What Does Operations Management Entail?

Consider This 1.2: Why You Should Consider a Career in Operations and Supply Chain Management

Consider This 1.3: Service Operations in India

 What Does Supply Chain Management Entail?

 Supply Chain Structures and Partners

 First-Tier Suppliers

Operations Profile: Zara: Bringing Speed to Fashion Through Supply Chain Management

 Second-Tier Suppliers

 Inbound and Outbound Storage

Operations Profile: Lessons Learned: Apple Puts All Its Eggs in One (Very Expensive) Basket

 Wholesalers and Retailers

 Final Consumers

 An Integrated Perspective on Operations and Supply Chain Management

 Decisions in Operations and Supply Chain Management

 Operations Interfaces in a Product Supply Chain

 Operations Interfaces in a Service Supply Chain

 The Evolution of Operations and Supply Chain Management

 Current and Emerging Issues in Operations and Supply Chain Management

 The Continuous Optimization of Resources

 Greater Supply Chain Risks and Supply Chain Restructuring

 Sustainability

 Road Map: How This Text Is Organized

 Chapter Summary

 Key Terms

 Discussion and Review Questions

 Problems

 Case Study 1.1: Multinational Companies and China: Investing for the Long Term

 Case Study 1.2: Nintendo’s Wii and Wii U: Absence Makes the Heart Grow Fonder

 Video Case

 Critical Thinking Exercises