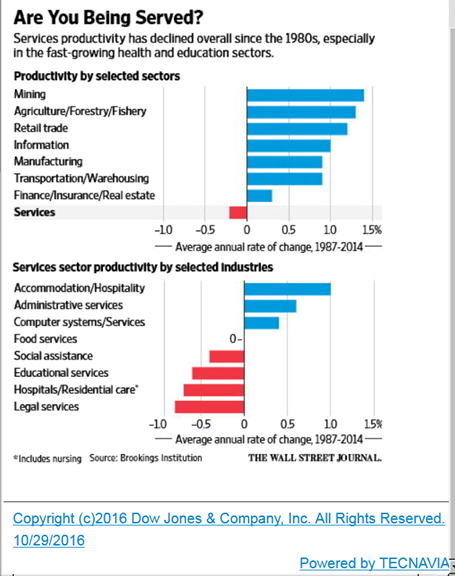
Class Activities

# Chapter 2: Operations and Supply Chain Strategies

**Activity 1: Small Group Activity**

Learning Objective: Compare the different types of productivity measurements and explain how firms use them strategically

Have each student find two other classmates to form a group. Provide each group a copy of the charts below. Discuss among each other in the group what does the decline in services productivity mean to them personally and professionally. Brainstorm with each other in the group on specific operations and supply chain strategies that may reverse the declining trend, especially in the health and education sectors. Report the work of the group to the whole class.



**Activity 2: Individual Exercise**

Learning Objective: Identify the key capabilities firms need to formulate and implement global operations and supply chain strategies and manage the risks related to them.

Have each student find a company he/she likes. Discuss to what extent the company is successful in pursuing one or more of the five competitive priorities. Select several students to share their work with the rest of the class.

**Activity 3: Online Activity**

Learning Objective: Describe how both manufacturers and service organizations formulate and evaluate their supply chain strategies

Have students watch the video, “Inside Amazon: Drones at Your Doorstep” (https://youtu.be/ZxrzIXkPycs). Write about the operations and supply chain strategies that account for Amazon’s success. Post the writing as an entry in the discussion board. Each student will make comments on three other students’ posting afterwards.