Class Activities

# Chapter 9: Process Design and Layout Planning

**Activity 1: Activity for Small/Large Groups**

Learning objective: Argue for the strategic importance of process selection to an organization and identify factors that affect process choice.

Explain key features of the five process types to the class. Draw two axes with variety as the vertical axis and volume as the horizontal axis on the board (similar to Figure 9.1). Assign students into at least five groups. In large classes the number of groups can be more than five. Randomly assign a specific process type to a group and ask each group to identify a product that matches with the specific process type assigned. Write the name of the product on a post note. Explain its product-process choice to the class as the group places the post note on the graph according to the product’s variety and volume characteristics. Come together as a whole class and comment on the distribution of post notes on the graph.

**Activity 2:** **Activity for Small/Large Groups**

Learning objective: List the unique features in the design of service processes.

Explain key features of the four service process types to the class. Draw two axes with labor intensity as the vertical axis and customer interactions as the horizontal axis on the board (similar to Figure 9.3). Assign students into at least four groups. In large classes the number of groups can be more than four. Randomly assign a specific service process type to a group and ask each group to identify a service that matches with the specific process type assigned. Write the name of the service on a post note. Explain its service-process choice to the class as the group places the post note on the graph according to the service’s labor intensity and customer interactions characteristics. Come together as a whole class and comment on the distribution of post notes on the graph.

**Activity 3: Activity for Small/Large Groups**

Learning objective: Defend the reasons that it is important for companies to synchronize their internal processes with the external processes of their supply chain partners

Explain key features of the four types of manufacturing methods to the class. Draw two axes with demand variability as the vertical axis and production complexity as the horizontal axis on the board (similar to Figure 9.5). Assign students into at least four groups. In large classes the number of groups can be more than four. Randomly assign a specific manufacturing method to a group and ask each group to identify a product that matches with the specific manufacturing method assigned. Write the name of the product on a post note. Explain its product-method choice to the class as the group places the post note on the graph according to the product’s demand variability and production complexity characteristics. Come together as a whole class and comment on the distribution of post notes on the graph.