Chapter Outline

# Chapter 1: Introduction 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