Class Activities

# Chapter 8: Supply Chain Design and Location Planning

**Activity 1: Individual Exercise**

Learning objective: Describe and compare the analytical methods managers use to evaluate locations

Use a table to clearly delineate the pros and cons of the four decision making tools for evaluating locations. Comment on the strengths and weaknesses of these tools individually and generally. Be prepared to share your work with the rest of the class.

**Activity 2: Activity for Small Groups**

Learning objective: Identify the effect of sustainability and ethics on the location decisions of firms and supply chains

Find two other students to form a group. Discuss the impacts of location decisions on sustainability with the use of real-world examples in the group. Share the discussion with the rest of the class.

**Activity 3: Online Activity**

Learning objective: Identify the factors that can influence the choice of global locations

Visit Alnylam Pharmaceuticals Inc.’s website (http://www.alnylam.com) and be familiarized with the company’s profile. The firm has its EU-headquarters in Zug, Switzerland but intends to use a different European location for drug testing, regulatory interaction and as a commercial presence. Its chief operations officer sees values in U.K.’s existing infrastructure, commitment to science and existing talent pool and would like to set up a drug testing center in Maidenhead, England. However, the industry’s regulator, the European Medicines Agency, is thinking of relocating from its current London location after Britain’s exit from the EU. Search online for two other European locations for Alnylam. Help Alnylam decide on the best location and explain your decision and post it on the discussion board. Each student will then comment on three other students’ postings.