McGraw Hill

Matching Supply with Demand

An Introduction to Operations Management

5th Edition
Cachon and Terwiesch
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MATCHING
SUPPLY WITH DEMAND
An Introduction to Operations Management
5e
CACHON
TERWIESCH
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Cachon *Matching Supply with Demand*, 4e is a clear, concise and more rigorous approach to an introductory Operations management course. Written by Wharton authors who use their guiding principles "real operations, real solutions" to bring the text and concepts to life, writing the majority of chapters from the perspective of specific companies. The "real solutions" refers to providing students with tools and strategies they can implement in practice and apply the author's models in a realistic operational setting. The authors strive for "real simple" by using as little mathematical notation as possible, focusing on many real-world examples and consistent terminology and phrasing throughout.

Features

New Features

- Application Based Activities: Highly interactive activities that immerse students in real-world business environments. Students are challenged to apply multiple concepts and make data-informed decisions.

- Integrated Excel: The power of Microsoft Excel meets the power of McGraw Hill Connect in our all-new integration of Excel in Connect. In this new assignment type, Excel opens seamlessly inside Connect with no need to upload or download any additional files or software. Instructors choose their preferred auto-graded solution with the option for either grading for formula accuracy or the solution value

- OM Prep Modules: Statistics, Excel, and Math modules are assignable in Connect as prerequisite modules with brief short videos and check questions that are auto- graded. Assigned early in the course, it gets all students in the class on the same level of preparedness of OM content.

Retained Features

- "Real Operations" through real-world context provided through the perspective of a specific company to show a realistic picture of operations management problems today.

- "Real Solutions" by demonstrating how to apply models from start to finish in a realistic operational setting and openly addressing the implementation challenges of each model/strategy so that students know what to expect in the real world.

- "Real Simple", easy to learn content that is crucial for an operations text to help students fully capture the valuable insights they will need in their future career through minimal mathematical notation and various levels of detail for each analysis.

Table of Contents

Take your students higher.

McGraw Hill Connect® is a complete course platform. It helps you deliver cohesive learning experiences through structured content and interactivity. When students engage with Connect, their individual needs become clear. This enables you to assign coursework, aligned to the levels of Bloom's Taxonomy, that keeps your students moving forward on their unique learning path from foundational cognitive skills to higher-order thinking and application. The chart below shows how each asset type aligns to Bloom's Taxonomy.

LOWER ——————▶ HIGHER

ASSET	DESCRIPTION	REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
SmartBook 2.0	An adaptive reading experience that has been made more personal, accessible, productive, and mobile. SB2.0 gives instructors an assignable reading option that's adaptive and makes students accountable and prepared to understand concepts before class starts.	✓	✓				
Guided Examples	Narrated videos provide step-by-step walkthroughs of algorithmic versions of assigned problems in Connect, providing immediate feedback and focus on the areas where students need the most guidance. This allows students to identify, review or reinforce the concepts and activities covered in class.	✓	✓	✓			
OM in the News	A blog and newsletter created by OM faculty for OM faculty, containing up-to-date news articles and video, followed by critical thinking questions for use in class providing relevancy and student interest.	✓	✓	✓			
NEW! OM Prep Modules	Statistics, Excel, and Math modules are assignable in Connect as prerequisite modules with brief short videos and check questions that are auto- graded. Assigned early in the course, it gets all students in the class on the same level of preparedness of OM content.	✓	✓	✓			
Concept Overview Videos	These assignable videos with corresponding questions provide students with additional reinforcement on core topics in the chapters. Created by instructors, these personal videos will bring online courses to life and help supplement any face-to-face class. The videos are followed by auto-graded concept-check questions, and they are organized by chapter within Connect.	✓	✓	✓	✓	✓	

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Algorithmic and Static Exercises	This assignable, gradable end-of-chapter content helps students learn to solve problems and apply the concepts in business analytics. Algorithmic versions allow students to practice problems as many times as they need to ensure that they fully understand each problem	✓	✓	✓	✓	✓	
Practice Operations Simulated Game	A 3D, interactive, game-based simulation for students to manage operations of a clothing manufacturing and distribution company that provides real world decision making and operations management skills.	✓	✓	✓	✓	✓	
NEW! Application Based Activities	Highly interactive activities that immerse students in real-world business environments. Students are challenged to apply multiple concepts and make data-informed decisions.	✓	✓	✓	✓	✓	