

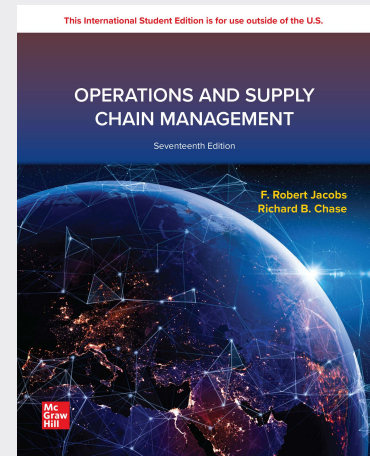


# Operations and Supply Chain Management

17th Edition

Jacobs and Chase

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*Operations and Supply Chain Management*, 17e covers the latest and most important issues facing operations and supply chain management (OSCM) managers while providing basic tools and techniques to promote a competitive advantage and career-readiness. It covers relevant, current OSCM issues with a focus on the global economy, analytic content that ties decisions to relevant data, and solutions to operations and supply chain-related problems. Hot topics in business today that relate to OSCM are mitigating the risk of disruptions while reducing the cost of supply chain processes, integration and collaboration with customers and suppliers, sustainability and minimizing the long-term cost of products and processes. These topics are studied in the book to clarify the “big picture” of what these topics are and why they are important to business today. The seventeenth edition supplies many examples of leading-edge companies and practices to make the book an interesting and relevant read.

# Features

## New Features

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

## Retained Features

- Analytics Exercises to increase clarity, simplify assumptions, and build better learning tools while integrating the supply chain analytics emphasis.
- Chapter supplements provide additional material for students that relate to the chapter. In some cases analytical tools are discussed, such as financial present value analysis and linear programming. In other cases, specialized applications such as health care and consulting are discussed.
- OSCM at Work boxes provide short overviews of how leading-edge companies are applying OSCM concepts today.
- Solved problems at the end of chapters serve as models that can be reviewed prior to attempting problems.
- The Concept Connections section in each chapter summarizes the concepts in each learning objective, has definitions of the key terms, and lists the equations where appropriate.
- Discussion questions are designed to review concepts and show their applicability in real-world settings. These are included in each chapter and organized by learning objectives.
- Objective questions at the end of chapters cover each concept and problem. These are organized by the chapter learning objectives.
- Practice exam questions at the end of each chapter are special questions designed to require a deeper understanding of the material in the chapter. They are similar to the type of short-answer questions that might be given on a test.
- Answers to selected problems are in Appendix E.



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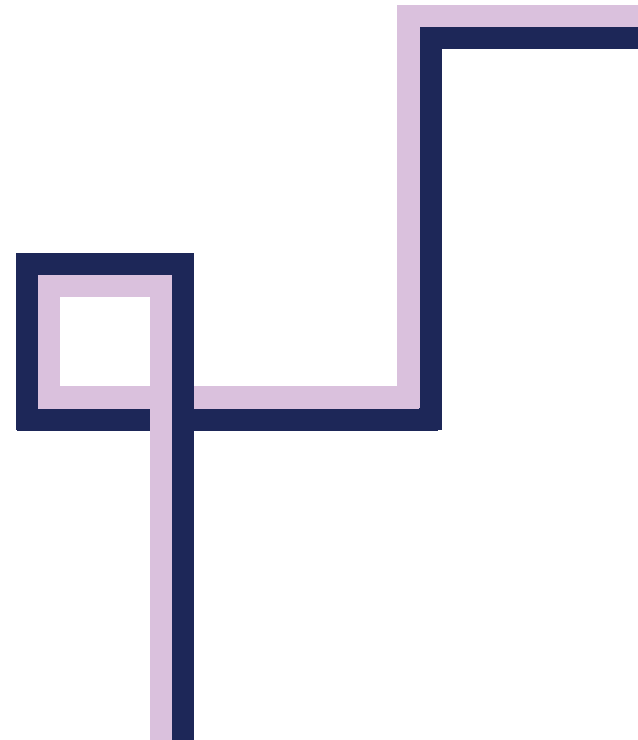
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## Take your students higher.

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.	✓	✓				
<b>NEW!</b> 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 for quantitative OM content.	✓	✓	✓			
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.	✓	✓	✓			
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	✓	✓	✓	✓	✓	

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		LOWER <span style="color: red;">→</span> HIGHER					
ASSET	DESCRIPTION	REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
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.	✓	✓	✓	✓	✓	
<b>NEW!</b> 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.	✓	✓	✓	✓	✓	

