

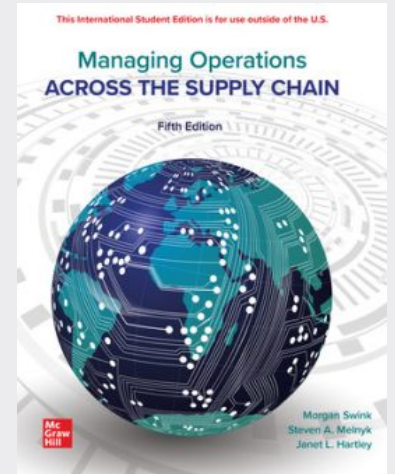


Managing Operations Across the Supply Chain

5th Edition

Swink, Melnyk, and Hartley

ISBN: 9781266229770 / 1266229779 / ©2024



The Fifth Edition of *Managing Operations Across the Supply Chain* offers a global, supply chain perspective of operations management treatment that embraces the foundations of operations management but includes new frameworks, concepts, and tools to address the demands of today and changing needs of the future. We live in dynamic and exciting times due to many changes affecting nearly every aspect of business - including operations management. This fifth edition reflects key shifts in operations management.

Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

Features

Retained Features

- **Opening Vignette:** Each chapter opens with an introduction and quick learning objectives to outline important, relevant, operations topics covered in the chapter in order to actively engage students in learning the material.
- **Key Terms:** Key terms are presented in bold and defined in the margin as they are introduced. A list of chapter key terms is also available at the end of the chapter.
- **Student Activity:** At appropriate moments students are asked to do a personal activity that illustrates the concept being presented or covered, thereby helping them learn to apply the concepts and understand them more deeply.
- **Numbered Examples:** Numbered examples are integrated into chapters where analytic techniques are introduced. Students learn how to solve specific problems step-by-step and gain insight into general principles by seeing how they are applied.
- **Get Real Boxes:** Throughout the chapters, readings highlight important real-world applications. They provide examples of operations issues and offer a picture of the concepts in practice. These also provide a basis for classroom discussion and generate interest in the subject matter.
- **Icons:** Instructive icons throughout the text point out relevant applications of our central themes of global issues, relationships, sustainability, and digital technologies.
- **End-of-Chapter Resources:** Chapter summaries, key terms, discussion questions, solved problems, problems for assignment, and cases are provided at the end of each chapter.
- **Instructor Resources:** The Connect Instructor Library provides complete materials for study and review. Instructors have access to teaching supports such as electronic files of the ancillary materials: Solutions Manual, PowerPoint Lecture Slides, Digital Image Library, and Test Bank.
- **Student Resources:** Student resources are available within the Connect Library or as tools within the Connect assignments including the integration of Excel data sets, guided examples, and student reporting.

Table of Contents

Part 1: Supply Chain: A Perspective for Operations Management

1. Introduction to Managing Operations Across the Supply Chain
2. Operations and Supply Chain Strategy

Part 2: Foundations of Operations Management

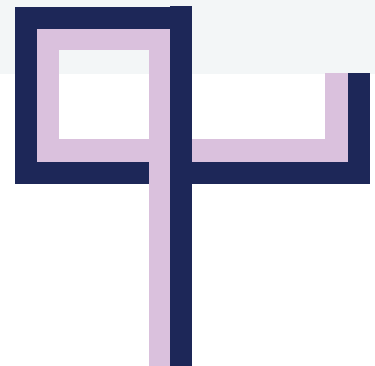
3. Managing Processes and Capacity
Chapter Supplement: Process Mapping and Analysis
4. Product/Process Innovation
5. Manufacturing and Service Process Structures
6. Managing Quality
Chapter Supplement: Quality Improvement Tools
7. Managing Inventories
8. Lean Systems

Part 3: Integrating Relationships Across The Supply Chain

9. Customer Service Management
10. Sourcing and Supply Management
11. Logistics Management

Part 4: Planning for Integrated Operations Across the Supply Chain

12. Demand Planning: Forecasting and Demand Management
13. Sales and Operations Planning
14. Materials and Resource Requirements Planning



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.	✓	✓	✓			
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.	✓	✓	✓			
NEW! 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	✓	✓	✓	✓	✓	

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
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.	✓	✓	✓	✓	✓	
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	✓	✓	✓	✓	✓	
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.	✓	✓	✓	✓	✓	
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.	✓	✓	✓	✓	✓	
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.	✓	✓	✓	✓	✓	✓