

# PRODUCTION MANAGEMENT & LOGISTICS AND OPERATIONS



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**BRIEFING TO THE COURSE**

# Course contents



- Manufacturing processes require a knowledge of many disciplines, including **design, process planning, costing, marketing, sales, customer relations, purchasing, bookkeeping, inventory control, material handling, shipping** and many others.
- More than **110 different methods** have been proposed to improve the manufacturing cycle.
- Each of the proposed methods improves a given **aspect or several ones** of the manufacturing cycle.
- Some methods are of a **technological** nature, while others are **organizational** and **architectural**, and yet others focus on **information technology**.
- Some are aimed at **lead-time reduction**, while others aim at **inventory reduction**, and yet others focus on **customer satisfaction** or **organizational** and **architectural** features.
- In some methods **environmental issues** are becoming dominating, while others focus on **respect for the workers; many of these proposed methods are based on team work**.
- Such a variety of methods and objectives makes it difficult for a manager to decide which method best suits his/her business.
- The aim of this unit is to present an **overview of the manufacturing methods**, their objectives, the means to achieve the objectives, and to assist the students who are the “managers-to-be” to be knowledgeable about the alternatives available in order to make an informed decision.

# Learning outcomes



- a) To assess the strategy and performance of the business unit/dominant activities of the plant
  - b) To assess current manufacturing and supply chain practices, and past and planned improvement programmes
  - c) To assess outsourcing/reshoring from Italy and environmental management
- And their broader implications on the production management strategy

# Key skills



Satisfactory completion of this module will contribute to the development of the following **key skills**:

- Focused enquiry
- Synthesize existing research
- Apply analytical models, frameworks, tools and techniques relevant to operations management
- Critical evaluation of operations strategy
- Present complex ideas to peers and experts in the field

# Case-study approach



- Experience is the best teacher
- The case method packs more experience into every hour of learning than any other instructional approach.
- That's why it forms the basis of learning at Harvard Business School as well as many other universities around the world.
- Case studies provide an immersion experience, bringing students as close as possible to real business situations
- Judgment and experience lie at the very core of managerial success.
- There is no better way to develop these skills than through case studies.

# Assessment



## **Attending Students:**

- Exam (10%) - individual
- Group Presentation (45%) and Report (45%) - group

## **Non-Attending Students:**

- 100% Exam

# Written exam (10%)



- 5 Questions, 3 Compulsory
- 2 Hours
- Questions will be broad on **5 different topics** that we have covered during the course
- Short Essays
  - Intro
  - Background
  - Body (the core arguments)
  - Conclusions
- It may be that we have to do **Oral Exams** because of the C19 – Informal exam (1 question)

# Presentations (45%)



- Taking place on the **7th and 10th December 2020**
- Presentations should last for 20 mins –
  - Questions from myself and the rest of the class
  - Opportunity for formative feedback for your report
  - Have notes to help you, but try not to read from them
- Don't put too much information on one slide
- Begin by explaining the aims and structure of the presentation
- Please send a copy of your ppt by email to me 24 hrs in advance: [alessandra.vecchi@unibo.it](mailto:alessandra.vecchi@unibo.it)



# Presentation & Report (90%) – Main Topic



- The focus of the presentation should be **the manufacturing shift** implemented by an/several **company/ies** of your choice, analysing their implementation strategy to face the C19 Pandemic.

# Presentation (45%) - content



- Your presentation should:
- Include **PRIMARY RESEARCH** to support your assertions –
  - Interview - interview protocol will be agreed with me
- Identify the implementation strategy, its opportunities and its main challenges.
- Explore the strengths/weaknesses of implementation strategy, making recommendations where appropriate

# Case-Study Report (45%)



- Drawing on the theoretical outlook provided by the unit you are expected to complete a case-study report (3000 words) (45% of the final grade).
- The report is **due by 17/12/2020** by email to [alessandra.vecchi@unibo.it](mailto:alessandra.vecchi@unibo.it)
- As a **WORD document** – to be checked for plagiarism
- Appendix - Primary Data (interview transcripts, other documents)