



Operations Management

Peter Jones, Peter Robinson

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Presenting an integrated media and text solution to teaching Operations Management!

Take this opportunity to provide your students with a new, innovative learning package which clearly demonstrates the relevance of operations to everyday business activities.

Allow students to see how core operations theory is applied in real world situations through watching bespoke videoed case materials of interviews and processes tied to each chapter concept. Further reinforce their understanding of key concepts and quantitative techniques by encouraging them to interact with animated models from the text, seamlessly linked via QR codes.

Aware that students taking their first module in Operations Management often have little first-hand experience of a working environment, the authors introduce all the core topics to students in a lively and engaging manner, making OM relevant and meaningful to students new to the subject. Starting from students' interactions with operations management, perhaps as a customer or part time employee, the authors guide the readers through the management of operations, before exploring the design techniques and the strategy of OM, thereby mirroring students' future experiences as graduates.

Packed full of case material and examples from companies that students can easily relate to such as Domino's, EasyJet, and Ticketmaster, this text challenges the reader to think about real business issues and what they might encounter in their future careers. Real life problems are also used to carefully explain quantitative data.

Links to seminal papers throughout each chapter support and strengthen the theory discussed and encourage readers to carry out their own research into these topics.

A unique, lively package makes this core reading for all business students taking an introductory module in operations management.

Provided on the Online Resource Centre:

For Students:

Animated diagrams from the book - accompanied by audio to help explain concepts.

Annotated library of links to footage of 'Operations in Action'.

Web-based activities.

Multiple choice questions.

Seminal paper links.

Downloadable Flashcard glossary.

For lecturers:

Bespoke video case material consisting of interviews and processes tied to each chapter. Broken down into 5 minute clips, these can either be shown in relation to a chapter topic, or as a whole film demonstrating how one company utilises many aspects of OM.

Customizable PowerPoint slides.

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