

operations management an integrated pdf

OPERATIONS MANAGEMENT History of Operations Management. • Craft production is the process of handcrafting products or services for individual customers. • Mass production is the high- volume production of a standard product for a mass market. • Lean production is an adaptation of mass production that prizes quality and flexibility.

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Operations Management (5th edition) (R. Dan Reid, Nada R

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4 Chapter One Introduction to Operations Management. INTRODUCTION. Operations is that part of a business organization that is responsible for producing goods and/ or services. Goods are physical items that include raw materials, parts, subassemblies such as motherboards that go into computers, and final products such as cell phones and automobiles.

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