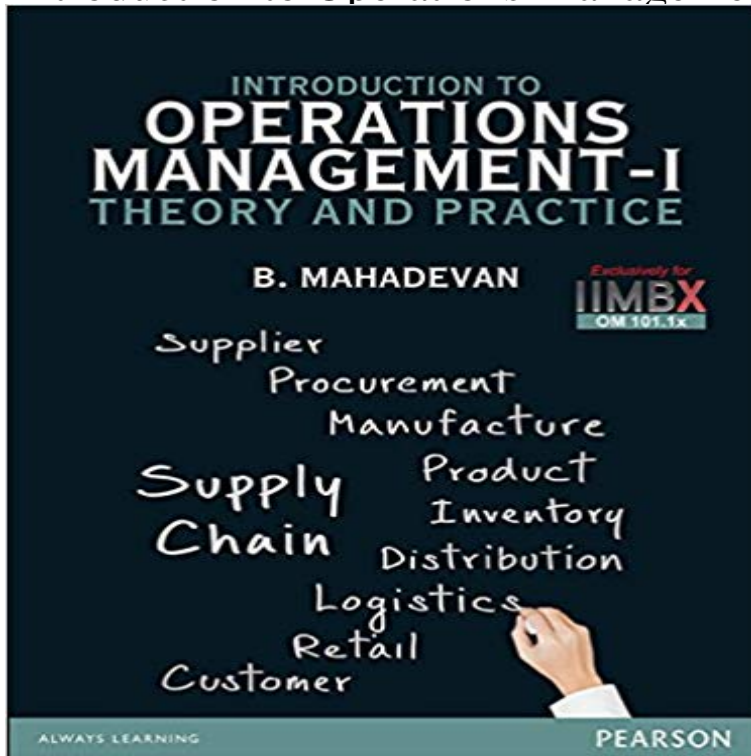


# Introduction to Operations Management-1



Operational excellence is at the core of World-class performance of any organization. This is true whether the organization is in manufacturing or services sector. Further it also applies irrespective of the ownership pattern or geographical region in which an organization is located. Therefore a good understanding of Operations Management is crucial. In an era of global recession and economic turbulence, the role of operations in preserving the value propositions gets further amplified. The world is also witnessing newer challenges arising out of environmental and sustainability concerns. This book has been written against the backdrop of these challenges that organizations world over are currently facing. The third edition of the book comprises 19 chapters organized under four sections covering a wide range of topics pertaining to Conceptualizing sustainable operations, Operations and the value chain, Designing operations and Planning and control of Operations. The book is the outcome of continuous testing and improvement of alternative ideas, concepts and pedagogical designs with the MBA students, working executives representing diverse industries from small to very large organizations and research scholars. This special edition of the book is customized for the Massive Open Online Course (MOOC ) offered by the author on the edX platform. Relevant chapters from the book have been culled out and presented in a format that MOOC learners will be able to use readily. There are several features in the book which will help learners further strengthen their leanings and expand their understanding and application skills pertaining to the topics discussed in the MOOC course. These include Video Insights, Ideas at Work, End of the Chapter exercises, Practice Problems and Cases.

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