

## Manufacturing Strategies

1. Process Choice Business Implication of process choice – project, jobbing, line, batch, continuous Hybrid processes – batch related, line related Technology Strategy – flexibility, push vs pull, technological opportunities.
2. Product Profiling and Manufacturing Manufacturing and product life cycle stages Manufacturing for multiple markets Manufacturing and incremental marketing changes.
3. Focused manufacturing and Group Technology Principles and concepts Methodology Manufacturing Infrastructure Organizational structure – specialists, generalists Operational control – quality, inventory, manufacturing.
4. Make or Buy Core elements of the business and strategic considerations Span of process and product technology Product volumes, costs Investment decisions.
5. Just-in-Time Manufacturing Principles Practices Time-based Competition Time as a competitive weapon New Product Development and time to market.
6. Mass Customization Market trends Pre-requisites for mass customization Technologies for mass customization Theory of Constraints (TOC) Basics of TOC Drum-Buffer-Rope solutions to manufacturing TOC in project management and supply chain management
7. Case Studies and Presentations.

### **Reference Text**

1. **Operation management for competitive Advantage by Chase-Jacobs - Aquilano**