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Operations management (OM) is defined as the design, operation, and improvement of the systems that create and deliver the firm's primary products and services.

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other operations management references (optional): Operations Management for Competitive Advantage (Tenth Edition), by Chase, Aquilano and Jacobs, Irwin / McGraw-Hill.

### **Competitive Advantage from Operations - NYU**

OPERATIONS, STRATEGY AND OPERATIONS STRATEGY INTRODUCTION An organization's operations function is concerned with getting things done; producing goods and/or services for customers. Chapter 1 pointed out that operations management is important because it is responsible for managing most of the organization's resources. How-

## **OPERATIONS, STRATEGY AND OPERATIONS STRATEGY**

1.1 What is Operations Management? 1.2 Manufacturing and Service Operations 1.3 The Systems View of Operations Management 1.4 The Process View of Organisations 2. Operations Strategy 2.1 What is Strategy? 2.2 Levels of Strategy 2.3 The Role of Operations in Strategy Development 2.4 Operations Competitive Priorities 3.

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be critical to gaining competitive advantage for an organisation. Major operational functions within the organisation â€¢ Marketing and sales e.g. identifying needs, wants and values of customers. â€¢ Production e.g. administration of orders, physical manufacture and assembly, effective delivery etc.

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### **Operations Management For Competitive Advantage by Richard**

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