

Fourth Edition

Operations Management

An Integrated Approach

R. Dan Reid
Nada R. Sanders

International Student Version

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Fourth Edition

INTERNATIONAL STUDENT VERSION

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1. Provide a Solid Foundation in Operations Management

This book provides a solid foundation of OM concepts and techniques, but also covers the latest in emerging topics such as e-business and supply chain management. It includes case studies, exercises, and projects to help students understand the importance of operations management in the business world.

2. Provide an Integrated Approach to Business Management

While several excellent textbooks provide a solid foundation in operations management, few provide sufficient foundation for students to understand the major business challenges of OM in the business world.



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Contents

CHAPTER 1 BASICS OF OPERATIONS MANAGEMENT 1

What Is Operations Management?	2
<i>Links to Practice: The E-tailers</i>	4
Differences between Manufacturing and Service Organizations	5
<i>Links to Practice: U.S. Postal Service</i>	6
Operations Management Decisions	7
<i>Links to Practice: Texas Instruments Incorporated</i>	9
Plan of This Book	10
Historical Development	11
Why OM?	11
Historical Milestones	11
The Industrial Revolution	12
Scientific Management	13
The Human Relations Movement	14
Management Science	14
The Computer Age	15
Just-in-Time	15
Total Quality Management	15
Business Process Reengineering	16
Flexibility	16
Time-Based Competition	16
Supply Chain Management	16
<i>Links to Practice: John Wood, Inc.</i>	17
Global Marketplace	18
Sustainability and Green Operations	18
Electronic Commerce	19
Outsourcing and Flattening of the World	19
Today's OM Environment	20
Operations Management in Practice	21
WITHIN OM: HOW IT ALL FITS TOGETHER	21
OM ACROSS THE ORGANIZATION	22
THE SUPPLY CHAIN LINK	24
<i>Chapter Highlights</i>	24
<i>Key Terms</i>	24
<i>Discussion Questions</i>	25
<i>Selected Bibliography</i>	25

CHAPTER 2 STRATEGY AND PRODUCTIVITY 26

The Role of Operations Strategy	28
The Importance of Operations Strategy	28
Developing a Business Strategy	29
Mission	29
Environmental Scanning	30
Core Competencies	32
Putting It Together	33
<i>Links to Practice: Dell Computer Corporation</i>	33
Developing an Operations Strategy	34
Competitive Priorities	34
<i>Links to Practice: Southwest Airlines Company</i>	35
<i>Links to Practice: FedEx Corporation</i>	37
The Need for Trade-Offs	37
Order Winners and Qualifiers	38
Translating Competitive Priorities into Production Requirements	39
Strategic Role of Technology	40
Types of Technologies	40
Technology as a Tool for Competitive Advantage	41
Productivity	41
Measuring Productivity	41
Interpreting Productivity Measures	43
Productivity and Competitiveness	44
Productivity and the Service Sector	45
OPERATIONS STRATEGY WITHIN OM: HOW IT ALL FITS TOGETHER	45
OPERATIONS STRATEGY ACROSS THE ORGANIZATION	46
THE SUPPLY CHAIN LINK	46
<i>Chapter Highlights</i>	47
<i>Key Terms</i>	47
<i>Formula Review</i>	47
<i>Solved Problems</i>	47

Discussion Questions 48
Problems 48
Selected Bibliography 49

CHAPTER 3 PRODUCT AND PROCESS DESIGN 50

Product Design 52
Design of Services versus Goods 52

The Product Design Process 53
Idea Development 53
Links to Practice: IBM Corporation 54
Product Screening 55
Preliminary Design and Testing 57
Final Design 57

Factors Impacting Product Design 58
Design for Manufacture 58
Product Life Cycle 59
Concurrent Engineering 60
Remanufacturing 61

Process Selection 61
Types of Processes 61

Designing Processes 65

Process Performance Metrics 67

Linking Product Design and Process Selection 70
Product Design Decisions 71
Links to Practice: The Babcock & Wilcox Company 71
Competitive Priorities 72
Facility Layout 72
Product and Service Strategy 74
Degree of Vertical Integration 74

Technology Decisions 75
Information Technology 75
Links to Practice: Using GPS Technology in Product Advertising 76
Automation 76
Links to Practice: Performing Robotic Surgery 78
e-Manufacturing 79

Designing Services 80
How Are Services Different from Manufacturing? 80
How Are Services Classified? 81
The Service Package 82
Differing Service Designs 83

PRODUCT DESIGN AND PROCESS SELECTION WITHIN OM: HOW IT ALL FITS TOGETHER 84

PRODUCT DESIGN AND PROCESS SELECTION ACROSS THE ORGANIZATION 85

THE SUPPLY CHAIN LINK 86
Chapter Highlights 86
Key Terms 87
Formula Review 87
Solved Problems 87
Discussion Questions 89
Problems 89
Selected Bibliography 91

CHAPTER 4 GLOBAL SUPPLY CHAIN MANAGEMENT 92

What Is a Supply Chain? 93

Components of a Supply Chain for a Manufacturer 95
External Suppliers 96
Internal Functions 96
External Distributors 97

The Bullwhip Effect 97
Causes of the Bullwhip Effect 98
Counteracting the Bullwhip Effect 99

Supply Chains for Service Organizations 99
Internal Operations 100
The External Distributors 100

Major Issues Affecting Supply Chain Management 101
Information Technology 101
E-Commerce 101
Business-to-Business (B2B) E-Commerce 101
The Evolution of B2B Commerce 101
The Benefits of B2B E-Commerce 102
Business-to-Consumer (B2C) E-Commerce 103
Consumer Expectations and Competition Resulting from E-Commerce 103
Links to Practice: Lands' End, Inc. 104
Globalization 105
Government Regulations and E-Commerce 106
Green Supply Chain Management 106
Infrastructure Issues 108
Product Proliferation 109

The Role of Purchasing 109
The Traditional Purchasing Process 110
The E-purchasing Process 111

Sourcing Issues 114

Discussion Questions 48
Problems 48
Selected Bibliography 49

CHAPTER 3 PRODUCT AND PROCESS DESIGN 50

Product Design 52

Design of Services versus Goods 52

The Product Design Process 53

Idea Development 53
Links to Practice: IBM Corporation 54
 Product Screening 55
 Preliminary Design and Testing 57
 Final Design 57

Factors Impacting Product Design 58

Design for Manufacture 58
 Product Life Cycle 59
 Concurrent Engineering 60
 Remanufacturing 61

Process Selection 61

Types of Processes 61

Designing Processes 65

Process Performance Metrics 67

Linking Product Design and Process Selection 70

Product Design Decisions 71
Links to Practice: The Babcock & Wilcox Company 71
 Competitive Priorities 72
 Facility Layout 72
 Product and Service Strategy 74
 Degree of Vertical Integration 74

Technology Decisions 75

Information Technology 75
Links to Practice: Using GPS Technology in Product Advertising 76
 Automation 76
Links to Practice: Performing Robotic Surgery 78
 e-Manufacturing 79

Designing Services 80

How Are Services Different from Manufacturing? 80
 How Are Services Classified? 81
 The Service Package 82
 Differing Service Designs 83

PRODUCT DESIGN AND PROCESS SELECTION WITHIN OM: HOW IT ALL FITS TOGETHER 84

PRODUCT DESIGN AND PROCESS SELECTION ACROSS THE ORGANIZATION 85

THE SUPPLY CHAIN LINK 86

Chapter Highlights 86

Key Terms 87

Formula Review 87

Solved Problems 87

Discussion Questions 89

Problems 89

Selected Bibliography 91

CHAPTER 4 GLOBAL SUPPLY CHAIN MANAGEMENT 92

What Is a Supply Chain? 93

Components of a Supply Chain for a Manufacturer 95

External Suppliers 96
 Internal Functions 96
 External Distributors 97

The Bullwhip Effect 97

Causes of the Bullwhip Effect 98
 Counteracting the Bullwhip Effect 99

Supply Chains for Service Organizations 99

Internal Operations 100
 The External Distributors 100

Major Issues Affecting Supply Chain Management 101

Information Technology 101
 E-Commerce 101
 Business-to-Business (B2B) E-Commerce 101
 The Evolution of B2B Commerce 101
 The Benefits of B2B E-Commerce 102
 Business-to-Consumer (B2C) E-Commerce 103
 Consumer Expectations and Competition
 Resulting from E-Commerce 103
Links to Practice: Lands' End, Inc. 104
 Globalization 105
 Government Regulations and E-Commerce 106
 Green Supply Chain Management 106
 Infrastructure Issues 108
 Product Proliferation 109

The Role of Purchasing 109

The Traditional Purchasing Process 110
 The E-purchasing Process 111

Sourcing Issues 114

Insourcing versus Outsourcing	
Decisions	114
Developing Supplier Relationships	116
How Many Suppliers?	117
Developing Partnerships	118
<i>Links to Practice: The Timken Company</i>	118
Critical Factors in Successful Partnering	119
<i>Links to Practice: Sweetheart Cup Company/ Georgia-Pacific Corporation</i>	120
Benefits of Partnering	122
Ethics in Supply Management	122
Supply Chain Distribution 123	
The Role of Warehouses	123
<i>Links to Practice: Fingerhut Direct Marketing, Inc.</i>	123
Crossdocking	124
<i>Links to Practice: FedEx Freight</i>	125
Radio Frequency Identification Technology (RFID)	125
Third-Party Service Providers	126
Implementing Supply Chain Management 126	
Strategies for Leveraging Supply Chain Management	127
Eliminating Waste in the Supply Chain	129
Supply Chain Performance Metrics 130	
Trends in Supply Chain Management 132	
SUPPLY CHAIN MANAGEMENT WITHIN OM: HOW IT ALL FITS TOGETHER 133	
SCM ACROSS THE ORGANIZATION 133	
THE SUPPLY CHAIN LINK 134	
<i>Chapter Highlights</i>	134
<i>Key Terms</i>	135
<i>Formula Review</i>	136
<i>Solved Problems</i>	136
<i>Discussion Questions</i>	137
<i>Problems</i>	137
<i>Selected Bibliography</i>	138

CHAPTER 5 MANAGING QUALITY 139

Defining Quality 140	
Differences between Manufacturing and Service Organizations	141
<i>Links to Practice: General Electric Company/Motorola, Inc.</i>	142

Cost of Quality 143	
The Evolution of Total Quality Management (TQM) 144	
Quality Gurus	145

The Philosophy of TQM 149	
Customer Focus	149
Continuous Improvement	149
Employee Empowerment	151
<i>Links to Practice: The Walt Disney Company</i>	152
Use of Quality Tools	152
<i>Links to Practice: The Kroger Company/ Meijer Stores Limited Partnership</i>	155

Product Design 155

Process Management 160

Managing Supplier Quality 160

Quality Awards and Standards 161

The Malcolm Baldrige National Quality Award
(MBNQA) 161

The Deming Prize 162

ISO 9000 Standards 162

ISO 14000 Standards 163

Why TQM Efforts Fail 164

**TOTAL QUALITY MANAGEMENT (TQM) WITHIN OM:
 HOW IT ALL FITS TOGETHER 164**

**TOTAL QUALITY MANAGEMENT (TQM) ACROSS THE
 ORGANIZATION 165**

THE SUPPLY CHAIN LINK 166

Chapter Highlights 166

Key Terms 167

Formula Review 167

Solved Problems 168

Discussion Questions 168

Problems 169

Selected Bibliography 170

CHAPTER 6 QUALITY CONTROL AND SIX SIGMA 171

What Is Statistical Quality Control? 172

Links to Practice: Intel Corporation 173

**Sources of Variation: Common
 and Assignable Causes 174**

Descriptive Statistics 174

 The Mean 174

 The Range and Standard Deviation 175

- Distribution of Data 175
 - Statistical Process Control Methods 175**
 - Developing Control Charts 176
 - Types of Control Charts 177
 - Control Charts for Variables 178**
 - Mean (\bar{x} -Bar) Charts 178
 - Range (R) Charts 182
 - Using Mean and Range Charts Together 183
 - Control Charts for Attributes 184**
 - P -Charts 185
 - C -Charts 188
 - Process Capability 190**
 - Measuring Process Capability 190
 - Six Sigma Quality 195**
 - Links to Practice: Motorola, Inc.* 196
 - Acceptance Sampling 197**
 - Sampling Plans 197
 - Operating Characteristic (OC) Curves 198
 - Developing OC Curves 200
 - Average Outgoing Quality 201
 - Implications for Managers 203**
 - How Much and How Often to Inspect 203
 - Where to Inspect 203
 - Which Tools to Use 204
 - Statistical Quality Control in Services 204**
 - Links to Practice: The Ritz-Carlton Hotel Company, L.L.C./Nordstrom, Inc.* 205
 - Links to Practice: Marriott International, Inc.* 205
 - STATISTICAL QUALITY CONTROL (SQC) WITHIN OM:
HOW IT ALL FITS TOGETHER 206**
 - STATISTICAL QUALITY CONTROL (SQC) ACROSS
THE ORGANIZATION 206**
 - THE SUPPLY CHAIN LINK 207**
 - Chapter Highlights* 207
 - Key Terms* 208
 - Formula Review* 208
 - Solved Problems* 209
 - Discussion Questions* 213
 - Problems* 213
 - Selected Bibliography* 216
- CHAPTER 7
LEAN SYSTEMS 217**
- The Philosophy of JIT 219**
 - Eliminate Waste 220
 - A Broad View of Operations 220
 - Simplicity 220
 - Continuous Improvement 221
 - Visibility 221
 - Flexibility 221
 - Elements of JIT 222**
 - Just-in-time Manufacturing 222
 - Total Quality Management (TQM) 224
 - Respect for People 224
 - Links to Practice: Saturn Corporation* 225
 - Just-in-time Manufacturing 225**
 - The Pull System 225
 - Kanban Production 226
 - Variations of Kanban Production 229
 - Small Lot Sizes and Quick Setups 229
 - Uniform Plant Loading 230
 - Flexible Resources 231
 - Facility Layout 232
 - Links to Practice: Ryder Integrated Logistics* 232
 - Total Quality Management 233**
 - Product versus Process 234
 - Quality at the Source 234
 - Preventive Maintenance 235
 - Work Environment 235
 - Respect for People 236**
 - The Role of Production Employees 236
 - Lifetime Employment 237
 - The Role of Management 238
 - Supplier Relationships 239
 - Benefits of JIT 240**
 - Links to Practice: Alcoa, Inc.* 240
 - Implementing JIT 241**
 - JIT in Services 242**
 - Improved Quality 242
 - Uniform Facility Loading 242
 - Use of Multifunction Workers 243
 - Reductions in Cycle Time 243
 - Minimizing Setup Times and Parallel Processing 243
 - Workplace Organization 243
 - JIT AND LEAN SYSTEMS WITHIN OM: HOW IT ALL
FITS TOGETHER 243**
 - JIT AND LEAN SYSTEMS ACROSS THE ORGANIZATION 243**
 - THE SUPPLY CHAIN LINK 244**
 - Chapter Highlights* 245
 - Key Terms* 245
 - Formula Review* 245
 - Solved Problems* 245
 - Discussion Questions* 246
 - Problems* 246
 - Selected Bibliography* 247

CHAPTER 8 FORECASTING AND DEMAND PLANNING 248

- Principles of Forecasting** 249
- Steps in the Forecasting Process** 250
 - Links to Practice: Intel Corporation* 251
- Types of Forecasting Methods** 251
 - Links to Practice: Improving Sales Forecasting* 252
 - Qualitative Methods 252
 - Quantitative Methods 254
- Time Series Models** 256
 - Forecasting Level or Horizontal Pattern 257
 - Forecasting Trend 265
 - Forecasting Seasonality 268
 - Links to Practice: The Ski Industry Forecast* 271
- Causal Models** 271
 - Linear Regression 271
 - Correlation Coefficient 274
 - Multiple Regression 275
- Measuring Forecast Accuracy** 275
 - Forecast Accuracy Measures 275
 - Tracking Signal 277
- Selecting the Right Forecasting Model** 278
- Forecasting Software** 279
 - Spreadsheets 279
 - Statistical Packages 279
 - Specialty Forecasting Packages 280
 - Guidelines for Selecting Forecasting Software 280
- Focus Forecasting** 281
- Combining Forecasts** 281
 - Links to Practice: Combining Methods in Weather Forecasting* 282
- Collaborative Planning, Forecasting, and Replenishment (CPFR)** 282
- FORECASTING WITHIN OM: HOW IT ALL FITS TOGETHER** 283
- FORECASTING ACROSS THE ORGANIZATION** 283
- THE SUPPLY CHAIN LINK** 284
 - Chapter Highlights* 284
 - Key Terms* 285
 - Formula Review* 285
 - Solved Problems* 286
 - Discussion Questions* 290
 - Problems* 290
 - Selected Bibliography* 293

CHAPTER 9 CAPACITY AND LOCATION DECISIONS 294

- Capacity Planning** 296
 - Why Is Capacity Planning Important? 296
 - Links to Practice: Capacity Planning in the ER* 296
 - Measuring Capacity 297
 - Capacity Considerations 299
 - Links to Practice: Focus in the Retail Industry* 302
- Making Capacity Planning Decisions** 302
 - Identify Capacity Requirements 303
 - Develop Capacity Alternatives 304
 - Evaluate Capacity Alternatives 304
- Decision Trees** 304
- Location Analysis** 307
 - What Is Facility Location? 308
 - Factors Affecting Location Decisions 308
 - Links to Practice: Locating in Silicon Valley* 309
 - Globalization 310
- Making Location Decisions** 312
 - Procedure for Making Location Decisions 312
 - Procedures for Evaluating Location Alternatives 312
- CAPACITY PLANNING AND FACILITY LOCATION WITHIN OM: HOW IT ALL FITS TOGETHER** 323
- CAPACITY PLANNING AND FACILITY LOCATION ACROSS THE ORGANIZATION** 323
- THE SUPPLY CHAIN LINK** 324
 - Chapter Highlights* 324
 - Key Terms* 324
 - Formula Review* 325
 - Solved Problems* 325
 - Discussion Questions* 328
 - Problems* 328
 - Selected Bibliography* 331

CHAPTER 10 LAYOUT PLANNING 332

- What Is Layout Planning?** 333
- Types of Layouts** 334
 - Process Layouts 334
 - Links to Practice: Wal-Mart Stores, Inc.* 336
 - Product Layouts 336

Links to Practice: Toyota Motor Corporation 338

Hybrid Layouts 338

Fixed-Position Layouts 339

Designing Process Layouts 339

Step 1: Gather Information 339

Step 2: Develop a Block Plan 342

Step 3: Develop a Detailed Layout 345

Special Cases of Process Layout 345

Warehouse Layouts 345

Office Layouts 348

Designing Product Layouts 349

Step 1: Identify Tasks and Their Immediate
Predecessors 349

Step 2: Determine Output Rate 351

Step 3: Determine Cycle Time 351

Step 4: Compute the Theoretical Minimum
Number of Stations 353

Step 5: Assign Tasks to Workstations
(Balance the Line) 353

Step 6: Compute Efficiency, Idle Time,
and Balance Delay 354

Other Considerations 355

Group Technology (Cell) Layouts 356

FACILITY LAYOUT WITHIN OM: HOW IT ALL
FITS TOGETHER 357

FACILITY LAYOUT ACROSS THE ORGANIZATION 357

THE SUPPLY CHAIN LINK 358

Chapter Highlights 358

Key Terms 359

Formula Review 359

Solved Problems 359

Discussion Questions 362

Problems 362

Selected Bibliography 366

CHAPTER 11 JOB DESIGN AND WORK MEASUREMENT 367

Designing a Work System 368

Job Design 369

Designing a Job 369

Links to Practice: Google 369

Machines or People? 370

Level of Labor Specialization 371

Eliminating Employee Boredom 372

Team Approaches to Job Design 372

Links to Practice: The SCO Group 373

The Alternative Workplace 373

Links to Practice: AT&T 374

Methods Analysis 375

The Work Environment 377

Work Measurement 378

Costing 378

Performance 379

Planning 379

Setting Standard Times 379

How to Do a Time Study 379

Elemental Time Data 385

Predetermined Time Data 386

Work Sampling 387

Links to Practice: Pace Productivity 389

Compensation 389

Time-Based Systems 389

Output-Based Systems 389

Group Incentive Plans 390

Links to Practice: Rogan Corporation 390

Incentive Plan Trends 391

Learning Curves 391

WORK SYSTEM DESIGN WITHIN OM: HOW IT ALL
FITS TOGETHER 394

WORK SYSTEM DESIGN ACROSS THE ORGANIZATION 394

THE SUPPLY CHAIN LINK 395

Chapter Highlights 395

Key Terms 396

Formula Review 396

Solved Problems 397

Discussion Questions 399

Problems 400

Selected Bibliography 403

CHAPTER 12 INVENTORY MANAGEMENT POLICIES 404

Types of Inventory 405

How Companies Use Their Inventory 406

Objectives of Inventory Management 408

Customer Service 408

Cost-Efficient Operations 409

Minimum Inventory Investment 410

Relevant Inventory Costs 412

Item Costs 412

Holding Costs 412

Ordering Costs 414

- Shortage Costs 414
- ABC Inventory Classification 414**
 - Procedure for an ABC Inventory Analysis 416
 - Inventory Control Using ABC Classification 416
- Inventory Record Accuracy 417**
 - Links to Practice: Cisco Systems, Inc.* 417
- Inventory in Service Organizations 419**
- Determining Order Quantities 420**
- Mathematical Models for Determining Order Quantity 421**
 - Economic Order Quantity (EOQ) 421
 - Calculating the EOQ 424
 - Economic Production Quantity (EPQ) 426
 - Quantity Discount Model 430
- Why Companies Don't Always Use the Optimal Order Quantity 434**
- Justifying Smaller Order Quantities 434**
 - Links to Practice: Kenworth Trucks* 434
 - Understanding the EPQ Factors 435
- Determining Safety Stock Levels 436**
 - How Much Safety Stock? 436
- Periodic Review System 438**
 - Comparison of Continuous Review Systems and Periodic Review Systems 440
- The Single-Period Inventory Model 441**
- INVENTORY MANAGEMENT WITHIN OM: HOW IT ALL FITS TOGETHER 443**
- INVENTORY MANAGEMENT ACROSS THE ORGANIZATION 444**
- THE SUPPLY CHAIN LINK 444**
 - Chapter Highlights* 445
 - Key Terms* 445
 - Formula Review* 446
 - Solved Problems* 446
 - Discussion Questions* 450
 - Problems* 450
 - Selected Bibliography* 454

CHAPTER 13 SALES AND OPERATIONS PLANNING 455

- The Role of Aggregate Planning 457**
 - Marketing Plan 457
 - Aggregate or Production Plan 457
 - Financial and Engineering Plans 458
 - Master Production Schedule 458

Links to Practice: Coca-Cola Midi (CCM) 459

- Types of Aggregate Plans 459**
 - Level Aggregate Plan 459
 - Chase Aggregate Plan 460
 - Hybrid Aggregate Plan 460
- Aggregate Planning Options 461**
 - Demand-Based Options 461
 - Capacity-Based Options 462
- Evaluating the Current Situation 464**
 - Links to Practice: UPS Hires Seasonal Workers* 465
- Developing the Aggregate Plan 465**
- Aggregate Plans for Companies with Tangible Products 467**
- Aggregate Plans for Service Companies with Nontangible Products 470**
- AGGREGATE PLANNING WITHIN OM: HOW IT ALL FITS TOGETHER 474**
- AGGREGATE PLANNING ACROSS THE ORGANIZATION 475**
- THE SUPPLY CHAIN LINK 475**
 - Chapter Highlights* 476
 - Key Terms* 476
 - Solved Problems* 477
 - Discussion Questions* 483
 - Problems* 484
 - Selected Bibliography* 486

CHAPTER 14 MATERIALS PLANNING 487

- Enterprise Resource Planning 489**
 - ERP Modules 490
- The Evolution of ERP 490**
 - First-Generation ERP 490
 - Second-Generation ERP 491
 - Links to Practice: Arapahoe County Government* 492
- The Benefits of ERP 493**
 - Links to Practice: i2 Technologies* 493
 - Links to Practice: SAP AG* 494
- The Cost of ERP Systems 494**
- Material Planning Systems 495**
- An Overview of MRP 496**
- Types of Demand 496**
- Objectives of MRP 498**
- MRP Inputs 498**

Authorized MPS	498
Inventory Records	499
Bills of Material	500
The MRP Explosion Process	503
Action Notices	507
Comparison of Lot Size Rules	507
The Role of Capacity Requirements Planning (CRP)	508
RESOURCE PLANNING WITHIN OM: HOW IT ALL FITS TOGETHER	510
RESOURCE PLANNING ACROSS THE ORGANIZATION	511
THE SUPPLY CHAIN LINK	511
Chapter Highlight	512
Key Terms	512
Formula Review	513
Solved Problems	513
Discussion Questions	516
Problems	516
Selected Bibliography	518

CHAPTER 15 OPERATIONS SCHEDULING 519

Scheduling Operations	521
High-Volume Operations	521
Characteristics of Flow Operations	521
Low-Volume Operations	522
Gantt Chart	522
Scheduling Work	523
Infinite Loading	523
Finite Loading	524
Forward Scheduling	524
Backward Scheduling	525
Monitoring Workflow	525
How to Sequence Jobs	527
Priority Rules	527
How to Use Priority Rules	528
Measuring Performance	529
Links to Practice: Airline Scheduling	529
Job Flow Time	529
Average Number of Jobs in the System	530
Makespan	530
Job Lateness and Tardiness	530
Comparing Priority Rules	531
Comparing SPT and S/RO	534
Sequencing Jobs through Two Work Centers	534

Scheduling Bottlenecks	536
Links to Practice: 1-800-Flowers.com	538
Theory of Constraints	539
Scheduling for Service Organizations	539
Scheduling Services Demanded	540
Scheduling Employees	541
Developing a Workforce Schedule	542
SCHEDULING WITHIN OM: PUTTING IT ALL TOGETHER	543
SCHEDULING ACROSS THE ORGANIZATION	544
THE SUPPLY CHAIN LINK	545
Chapter Highlights	545
Key Terms	545
Formula Review	546
Solved Problems	546
Discussion Questions	549
Problems	550
Selected Bibliography	552

CHAPTER 16 PERT, CPM AND CRITICAL CHAIN 553

Project Life Cycle	555
Conception	555
Feasibility Analysis or Study	555
Planning	556
Execution	556
Termination	556
Network Planning Techniques	556
Links to Practice: PERT and the Polaris Missile	556
Step 1: Describe the Project	557
Step 2: Diagram the Network	558
Step 3: Estimate the Project's Completion Time	559
Step 3 (a): Deterministic Time Estimates	560
Step 3 (b): Probabilistic Time Estimates	562
Step 4: Monitor the Project's Progression	568
Links to Practice: Managing the Olympic Games	568
Estimating the Probability of Completion Dates	569
Reducing Project Completion Time	571
Crashing Projects	571
The Critical Chain Approach	574
Adding Safety Time	574
Wasting Safety Time	574
PROJECT MANAGEMENT WITHIN OM: HOW IT ALL FITS TOGETHER	576
PROJECT MANAGEMENT OM ACROSS THE ORGANIZATION	576

THE SUPPLY CHAIN LINK 577*Chapter Highlights 577**Key Terms 577**Formula Review 578**Solved Problems 578**Discussion Questions 581**Problems 582**Selected Bibliography 584***APPENDIX A: SOLUTIONS TO ODD-NUMBERED PROBLEMS 585****APPENDIX B: THE STANDARD NORMAL DISTRIBUTION 607****APPENDIX C: P-CHART 609****COMPANY INDEX 613****SUBJECT INDEX 615**

Available online-only at

www.wiley.com/go/global/reid**SUPPLEMENT A
MODEL BUILDING A1****What Are Models? A2****The Spreadsheet Modeling Process A4****Evaluating Spreadsheet Models A5***Planning the Model A7**Implementing the Model in Excel A8**Assessing the Model A9**Using the Model for Analysis A11**Adding Data Tables A14**Graphing the Model Results A17**Planning the Model A18**Constructing the Model in Excel A19**Reviewing Relative and Absolute Cell**Referencing A20**Entering Formulas in the Model A21***Useful Spreadsheet Tips A26****Important Excel Formulas A27****SPREADSHEET MODELING WITHIN OM: HOW IT ALL FITS TOGETHER A28***Supplement Highlights A29**Key Terms A29**Discussion Questions A29**Problems A30**Selected Bibliography A32***SUPPLEMENT B
LINEAR PROGRAMMING B1****Introduction B2****Algebraic Formulation B4***Examining the Formulation B6***Spreadsheet Model Development B7***Testing the Model B8***Solver Basics B9****Setting Up and Running Solver B9***Solving the Problem B12***Interpreting the Solution B13****Solver Solution Reports B14****Recap B16****Outcomes of Linear Programming Problems B16****OPTIMIZATION WITHIN OM: HOW IT ALL FITS TOGETHER B18***Supplement Highlights B18**Key Terms B19**Solved Problems B19**Discussion Questions B23**Problems B24**Selected Bibliography B26***SUPPLEMENT C DEVELOPING
THE MASTER PRODUCTION
SCHEDULE C1****Elements of Waiting Lines C2***Links to Practice: Waiting for Fast Food C3**The Customer Population C3**The Service System C4**Arrival and Service Patterns C6**Waiting Line Priority Rules C6***Waiting Line Performance Measures C7****Single-Server Waiting Line Model C7****Multiserver Waiting Line Model C10****Changing Operational Characteristics C13****Larger-Scale Waiting Line Systems C14****WAITING LINE MODELS WITHIN OM: HOW IT ALL FITS TOGETHER C15***Supplement Highlights C15**Key Terms C16**Formula Review C16**Solved Problems C16*

Discussion Questions C18

Problems C19

Selected Bibliography C21

SUPPLEMENT D QUEUING THEORY D1

Master Production Scheduling D2

MPS as a Basis of Communication D3

Objectives of Master Scheduling D4

Developing an MPS D4

Rough-cut Capacity Planning D6

Evaluating and Accepting the MPS D9

Using the MPS D10

Using the ATP Records D11

Stabilizing the MPS D14

**MASTER PRODUCTION SCHEDULING AND ROUGH-CUT
CAPACITY PLANNING WITHIN OM: HOW IT ALL FITS
TOGETHER** D15

Supplement Highlights D16

Key Terms D16

Formula Review D16

Solved Problems D17

Discussion Questions D22

Problems D22

Selected Bibliography D24

Name Index

A

Aberdeen Group, 494–495
Ace Hardware, 283
Alcoa, Inc., 240
Allied Signal, 196–197
Alza Corporation, 51
Amazon.com, 5, 19, 103, 104
American Express, 151, 196–197
Andersen Consulting, 375
Apple Computer, 2
Arapahoe County Government, 492
AT&T, 146, 225, 374, 375
Avendra.com, 132

B

Baan, 494
The Babcock & Wilcox Company, 71–72
Barnes & Noble, 31
Barnesandnoble.com, 5, 104
Baxter Healthcare Corporation, 101
Bell Laboratories, 145
Ben & Jerry's, 249
Benchmarking Partners, 493
Bike World, 126
Black & Decker, 283
BMG Music Service, 104
BMW, 36, 54, 218
Boeing, 219, 225
Boston Consulting Group, 104

C

Canyon Ranch Spa, 52–53, 80
Carnival Cruises, 295
Cisco Systems, 375, 417–418
Coca-Cola Midl, 459
Colgate-Palmolive, 491
Columbia House, 104
Compaq, 31, 34, 94
Consumer Reports Online, 103
Costco Wholesale Corporation, 125

Covisint, 93, 102, 127, 132

CVS, 126

Cybox International, 493

D

DaimlerChrysler, 93, 102
Dell Computer Corporation, 4, 17, 24, 30,
31, 33–34, 36, 39, 94–95, 104, 244,
284, 488
Deloitte & Touche, 493
Delta Air Lines, 30
DHL, 99
Dole Food Company, 75
Donato's, 51
Dorothy Lane Market, 84
DoubleClick Inc., 103
Duracell, 252

E

E*Trade Financial Corporation, 103
Eaton, 122
eBay, 19, 104
Eddie Bauer, 31
e-Greenbiz.com, 132
Embassy Suites, 81
Empire West Inc., 37
Ernst & Young, 375
ExxonMobil, 490, 493

F

FedEx, 2, 36, 37, 52, 80, 99, 104, 125, 126,
129, 161, 218, 243
FedEx Freight, 125
Fingerhut Direct Marketing, Inc., 123–124
Florida Power & Light, 162
Ford Motor Company, 14, 54, 61, 93, 102,
140, 218, 240
ForestExpress.com, 132
Fruit of the Loom, Inc., 31

G

The Gap, 3, 31
Gartner Group, 494
Gateway, Inc., 104
General Electric, 2, 19, 142, 143, 196–197,
204, 219, 240, 249
General Motors, 6, 9, 15, 52, 93, 102
Georgia-Pacific Corporation, 120
Gillette, Inc., 252
Gold's Gym, 53
Google, 106, 369–370
Gourmet Wafers, 7–10
G's Naturally Fresh, 456
GTE, 121

H

Half.com, 104
Henkel KgaA, 283
Herman Miller Company, 107
Hewlett-Packard, 31, 52, 219, 409
Hillenbrand Industries, 120
Holiday Inn, 81
Holiday Valley resort, 271
Home Depot, 21, 125, 252, 405
Honda Motor Company, 15, 219, 239

I

i2 Technologies, 493–494
IBM, 9, 30, 31, 34, 54, 61, 161, 219, 240,
373, 374, 491
Intel Corporation, 173, 251, 284
ITT, 147

J

JCPenney, 104
Jeep, 141, 355
Jimmy Dean, 52
John Wiley & Sons, Inc., 408–409
John Wood Inc., 17

K

Kenworth Trucks, 434
 Kozmo.com, 4–5
 KPMG, 375
 The Kroger Company, 155, 405

L

Lands' End, 9, 104, 151, 249
 LensCrafters, 36, 243
 L.L.Bean, 104
 Lockheed Martin, 196–197, 219
 Lowe's, 21, 30

M

Marriott International, Inc., 205, 295
 Martin Marietta, 147
 Master Product Company, 489
 McDonald's, 36, 81, 83, 109, 218,
 242, 243
 Meijer Stores Limited Partnership,
 33, 155
 Mercedes-Benz, 141
 Mercer Management Consultants, 54
 Merrill Lynch, 491
 Merry Maids, 243
 Motorola, 30, 32, 142, 143, 161, 195–197,
 204
 Mypoints.com, 103

N

New York University, 78, 145
 Nielsen Media Research, 76
 Nissan/Renault, 93, 102, 239, 240
 Nokia, 30
 Nordstrom, Inc., 84, 205

O

OfficeMax, Inc., 104
 Olympic Games, 568
 1-800-FLOWERS.com, 538
 Oracle, 494
 Orbitz, 103
 Osram GmbH, 121

Otis Elevator, 239
 Owens Corning, 489

P

Pace Productivity, 389
 Palm, Inc., 51, 76, 409
 Peat Marwick, 375
 Peoplesoft, 494
 Pepperidge Farm, 61
 PepsiCo, 31
 Pizza Hut, 51, 218
 Planalytics, Inc., 252
 Procter & Gamble, 2, 16, 46, 249
 ProcureSteel.com, 132
 PSA Peugeot Citroën, 93

R

Red Robin Gourmet Burgers, 249
 Ritz-Carlton Hotel Company, L.L.C., 161,
 205
 Rogan Corporation, 390–391
 Rolex, 141
 Rolls-Royce, 125
 Ryder Integrated Logistics, 30, 232

S

SAP AG, 494
 SAS Institute, 333
 Saturn Corporation, 225
 The SCO Group, 373
 Sears, Roebuck and Company, 30, 31, 104,
 249, 405
 Seven Springs resort, 271
 Singapore Airlines, 27
 Smarterwork.com, 132
 Snowshoe resort, 271
 Social Security Administration, 391
 Sony, 51
 Southwest Airlines, 2, 27, 35
 Spagio's, 51
 Staples, Inc., 104
 Starbucks, 2, 52, 61
 Steinway & Sons, 172

Sun Microsystems, 375
 Sweetheart Cup Company, 120

T

Target Stores, 232, 283
 Texas Instruments (TI), 9–10, 196–197,
 225
 The Body Shop, 53
 3M, 161, 240
 Timken Company, 118–119
 Total Logistics Control (TLC), 33
 Toyota Motor Corporation, 2, 15, 17, 54,
 140, 204, 218, 219, 240, 338
 Travelocity.com, 103

U

United Parcel Service (UPS), 5, 36, 99,
 104, 126, 129, 367, 465
 United States Army, 374
 United States Department of Defense, 76
 United States Postal Service, 6–7

V

Victoria's Secret, 405
 Volvo, 36

W

Wal-Mart, 2, 17, 21, 46, 75, 76, 107, 125,
 126, 252, 283, 336, 405
 The Walt Disney Company, 152, 243, 295
 Wayne Steel Company, 118–119
 Wendy's, 6, 81, 218, 243
 Western Electric, 14, 146
 Whirlpool Corporation, 122, 232
 Winnebago, 338

X

Xerox, 32, 161, 232

Z

Zara, 219

Subject Index

A

- ABC classification, definition of, 414
- ABC inventory analysis, 414–417
- Acceptable quality level (AQL)
 - in acceptance sampling, 198–199
 - definition of, 198
 - and JIT manufacturing, 224
- Acceptance sampling
 - average outgoing quality, 201–202
 - definition of, 173
 - examples of use, 197
 - operating characteristic curves, 198–201
 - in quality control process, 172–173
 - sampling plans, 197–198
- Accounting function
 - aggregate planning and, 475
 - inventory management and, 444
 - JIT systems and, 244
 - operations management and, 22–23
 - project management and, 576
 - resource planning and, 511
 - scheduling and, 544
 - supply chain management and, 133
 - total quality management and, 165
 - work system design and, 394
- Accuracy measures, forecasting, 275–277, 278–279
- Action bucket, definition of, 507
- Action notices, definition of, 507
- Activity-on-arrow diagrams, 558
- Activity-on-nodes diagrams
 - characteristics of, 558–559
 - definition of, 558
- Administrative processes, in enterprise resource planning, 489–490
- Advertising revenue model, definition of, 103
- Affiliate revenue model, definition of, 103
- Aggregate planning
 - across the organization, 475
 - back orders and, 467–469
 - capacity-based options, 462–464
 - for companies with tangible products, 467–470
 - current situation evaluation, 464–465
 - definition of, 457
 - demand-based options, 461–462
 - operations management (OM) and, 474
 - plan development, 465–466
 - role of, 457–459
 - role of operations manager, 475
 - for service companies/nontangible products, 470–474
 - types of plans, 459–461
- Aggregate plans
 - definition of, 457
 - development steps, 465–466
 - types of, 459–461
- ALDEP (automated layout design program), in process layout design, 344–345
- Allowance factor
 - definition of, 383
 - and standard times, 383–384
- Alternative workplaces
 - definition of, 373
 - in job design, 373–375
- Anticipation inventory
 - definition of, 406
 - functions of, 406, 408
- APICS Dictionary, on scheduling, 527
- Application service providers (ASP)
 - definition of, 491
 - use of, 491–492
- Appointment systems, scheduling and, 540
- Appraisal costs
 - definition of, 143
 - quality and, 143–144
- Assemble-to-order strategy, 66–67
 - and process selection, 74
- Asset Management Tool (AMT), analysis with, 491
- Assignable causes of variation, definition of, 174
- Associative models. *See* Causal models
- Atmosphere, quality and, 142
- Attributes
 - control charts for, 178, 184–190
 - definition of, 177
- Auctions, online, 102
- Automated guided vehicles (AGV), 77
- Automated inventory tracking systems,
 - examples of, 417–418
- Automated material handling, 77
- Automated order entry systems
 - in B2B commerce, 101–102
 - definition of, 101
- Automated storage and retrieval systems (AS/RS), 77
- Automation
 - decision in job design, 370
 - definition of, 76
 - in design process, 76–78
- Available capacity measurement, 298–299
- Average number of jobs in system
 - calculation of, 530
 - examples of, 532–534
- Average outgoing quality (AOQ)
 - definition of, 201
 - use of, 201–202

B

- B2B. *See* Business-to-business (B2B) commerce
- B2C. *See* Business-to-customer (B2C) commerce
- Backlogs
 - monitoring workflow and, 525–527
 - scheduling and, 541
- Back order, definition of, 414
- Back orders
 - aggregate planning and, 457

- Back orders (*cont.*)
 definition of, 462
 and lost sales, 462
- Backward integration, definition of, 114
- Backward scheduling
 definition of, 488, 525
 in material requirements planning, 496
 slack and, 525
- Balance delay
 definition of, 354
 efficiency and, 354–355
- Baldrige, Malcolm, Secretary of
 Commerce, 161
- Batch processes, characteristics of, 63–65
- Behavioral feasibility of job
 definition of, 369
 in job design, 369–370
- Benchmarking
 and continuous improvement, 151
 definition of, 54, 151
- Best operating levels
 in capacity planning, 300–301
 definition of, 300
- Best practices, enhanced by enterprise
 resource planning, 493
- Beta probability distribution
 definition of, 562
 and time estimates, 562–563
- Bill of material (BOM)
 definition of, 496
 and material requirements planning,
 500–503
- Block plans
 definition of, 340
 development of, 342–345
 examples of, 342, 346–348
- Boredom, job design and, 372
- Bottlenecks
 in critical chain approach, 574–575
 and cycle time, 352–353
 definition of, 65, 522
 scheduling and, 522, 536–538
- Bottom-round management, definition
 of, 237
- Break-even analysis
 definition of, 55, 319
 in facility location, 319–322
 in product design, 55–57
- Broad view of organization, of JIT,
 218–219, 220
- Buffer stock, 406
- Bullwhip effect
 causes and prevention, 98–99, 444
 definition of, 97
- Business process reengineering, 16
- Business strategy
 definition of, 27
 development of, 29–34
- Business-to-business (B2B) commerce
 definition of, 19, 101
 evolution of, 101–102
 use of Internet, 93, 101–105
- Business-to-customer (B2C) commerce
 characteristics of, 103–105
 definition of, 19, 103
 models, 103
- C**
- Capacity. *See also* Aggregate planning
 definition of, 296
 economies of scale issues, 299–302
 forecasting, 303
 measurement of, 297–299
 schedule loading and, 523–524
- Capacity-based planning options
 characteristics of, 461, 462–464
 definition of, 461
- Capacity-constrained resources
 definition of, 536
 in optimized production technology
 (OPT), 536–538
- Capacity cushions, definition of, 303
- Capacity planning. *See also* Aggregate
 planning; Location analysis;
 Scheduling
 across the organization, 323–324
 capacity measurement, 297–299
 considerations, 299–303
 decision-making in, 302–307
 decision tree use in, 304–307
 definition of, 296
 examples of, 8
 identification of requirements, 303
 importance of, 296–297
 input/output control, 525–527
 and operations management
 (OM), 323
- Capacity requirements planning (CRP)
 definition of, 496
 material requirements planning and,
 508–510
- Capacity utilization
 calculation of, 299
 definition of, 299
- Capital costs
 definition of, 412
 in inventory management, 412–413
- Carbon footprint, supply chain analysis,
 107–108
- Causal models
 correlation coefficient in, 274
 definition of, 254
 linear regression, 271–274
 multiple regression, 275
- Cause-and-effect diagrams
 characteristics of, 152–153, 154
 definition of, 152
 development by Ishikawa, 147
- C-charts, 188–189
 definition of, 188
- Cell layouts
 characteristics of, 356–357
 definition of, 338
- Cell manufacturing
 characteristics of, 232–233
 definition of, 232
- Center of gravity approach, in facility
 location, 318–319
- Chase aggregate plans
 definition of, 460
 examples of, 469–470, 473
- Checklists
 definition of, 153
 in quality management, 153
- Closed-loop MRP, definition of, 495
- Collaborative planning, forecasting, and
 replenishment (CPFR), 282–283
- Collaborative product commerce (CPC),
 software for, 79
- Common causes of variation, definition
 of, 174
- Communications. *See*
 Telecommunications
- Community considerations, in location
 analysis, 310
- Compensation, systems of, 389–391
- Competition
 in quality assessment, 157–158
 quality-based, 144–145
 technology as tool, 41
 time-based, 16
- Competitiveness, productivity and,
 41–45
- Competitive priorities
 categories of, 34–37
 definition of, 34
 dynamic nature of, 38–39
 process selection and, 72
 scheduling and, 529
- Competitors, in product design, 53–54
- Completion date probability, 569–571

- Completion time estimates
 deterministic time estimates, 559–562
 network planning techniques and, 557, 560–567
 probabilistic time estimates, 559, 562–567
 variance of activities calculation, 569–570
- Compliance metrics, examples of, 131
- Components
 definition of, 405, 502
 in manufacturing requirements planning, 501–503
- Computer age, characteristics of, 15
- Computer-aided design (CAD)
 definition of, 79
 in product and process design, 79
- Computer-aided engineering (CAE), 79
- Computer-aided manufacturing (CAM), 79
- Computer-integrated manufacturing (CIM), definition of, 79
- Conception, in project life cycle, 555, 557
- Concurrent engineering
 advantages of, 60–61
 definition of, 60
- Conformance to specifications
 definition of, 141
 quality and, 141, 142
- Consistency, quality and, 142
- Constraints, theory of, 539, 574–575
- Consumer's risk
 in acceptance sampling, 199–200
 definition of, 199
- Continuous improvement
 definition of, 149
 examples of, 459
 in JIT philosophy, 221, 224
 philosophy of, 149–151
- Continuous processes, characteristics of, 63–65
- Continuous review systems (CRS). *See also* Economic order quantity (EOQ) model
 comparison to periodic review systems, 420–423
 definition of, 416
 in inventory management, 416–417, 421–422
- Contracting metrics, examples of, 131
- Control charts
 for attributes, 178, 184–190
 C-charts, 188–189
 definition of, 154, 176
 development of, 176–177
 mean (\bar{x} -bar) charts, 178–182, 183–184
 p-charts, 184–187
 in quality management, 153, 154
 range (R) charts, 182–184
 types of, 177–178
 for variables, 177, 178–184
- Core competence leveraging, 120
- Core competencies
 consideration of, 32–34
 definition of, 32
- Core processes, in enterprise resource planning, 489–490
- Correlation coefficient
 definition of, 274
 in linear regression, 274
- Cost-efficient operations, and inventory management, 409–410
- Costing, of products, 378–379
- Costs
 aggregate planning and, 466
 alternative workplaces and, 373–375
 as competitive priority, 34–35
 and crashing projects, 571–574
 definition of, 34
 fixed and variable, 55–57, 319–322
 globalization and, 105
 inventory, 412–414
 of quality, 143–144, 148, 203–204
 SCOR model, 131–132
- Courtesy, quality and, 142
- CRAFT (computerized relative allocation of facilities technique), in process layout design, 344–345
- Crashing projects
 characteristics of, 571–573
 definition of, 571
- Critical chain approach
 definition of, 574
 to project management, 574–575
- Critical path. *See also* Completion time estimates
 completion times and, 576
 definition of, 558
 in network diagrams, 558–559
- Critical path method (CPM), 556–557
 definition of, 557
- Critical ratio (CR), priority rule, 527–528
- Crosby, Philip B., on quality, 146–147, 234
- Crossdocking
 characteristics of, 124–125
 definition of, 124
- Cross-functional decision making
 current trend, 20–21
 definition of, 20
 in supply chain management, 126–127
- Cross-functional worker skills, in JIT systems, 236
- Cultural factors, globalization and, 311–312
- Customer-defined quality. *See also* Total quality management (TQM)
 definition of, 140
 and JIT systems, 224
 and process quality, 36
 and success in quality management, 164
- Customer focus, in total quality management, 149
- Customer proximity, in location analysis, 309
- Customer relationship management (CRM), definition of, 20
- Customers
 empowerment of e-commerce, 103–105
 in product design, 53–54, 80, 156–158
- Customer service
 aggregate planning and, 466
 analysis of, 131
 definition of, 408
 and e-commerce, 103–105, 538
 and inventory management, 408–409
 measures, 408–409, 530–531
 and service organizations, 142
 and statistical quality control (SQC), 204–205
 and successful service design, 80–81, 83–84
 warehouse services, 123–124
- Customer-to-customer (C2C) commerce, definition of, 19
- Customization of product. *See* Process selection
- Cycle counting
 definition of, 418
 in material requirements planning, 499–500
- Cycles. *See also* Time studies
 definition of, 257
- Cycle time
 calculation of, 351–352
 definition of, 351
 in product layout design, 351–355
 reductions, 131, 243
- D**
- Data patterns. *See* Forecasting
- Data recording, by production employees, 236–237

- Decision making.** *See also* Strategic decisions; Tactical decisions
 competitive priorities and, 72
 cross-functional, 20–21
 decision trees in, 304–307
 enterprise resource planning and, 493
 location decisions, 312–323
 product design and process selection, 70–75
 sourcing and, 114–116
 technology in, 75–80
 vertical integration and, 74–75, 114–116
- Decision-support tools,** in process layouts design, 344–345
- Decision trees**
 in capacity planning, 304–307
 definition of, 305
- Defining beliefs**
 definition of, 219
 of JIT philosophy, 219–221
- Delayed services,** scheduling and, 541
- Dell, Michael,** Dell CEO, 34
- Delphi method**
 definition of, 253
 forecasting method, 253–254
- Demand,** types of, 496–498
- Demand-based planning options**
 characteristics of, 461–462
 definition of, 461
- Demand forecast updating**
 product proliferation and, 109
 and supply chain management, 98–99
- Deming Prize**
 definition of, 162
 and quality management, 145, 162
- Deming, W. Edwards,** and quality management, 145–146, 162
- Dependent demand**
 definition of, 497
 in material requirements planning, 496–498
- Descriptive statistics.** *See also* Control charts
 definition of, 172
 distribution of data, 175
 the mean (average), 174–175
 in quality control process, 172–173
 range and standard deviation, 175
- Design.** *See* Product design
- Design capacity,** definition of, 298
- Design for environment (DFE),** in product design, 127
- Design of experiment,** concept of, 148
- Design for manufacture (DFM)**
 definition of, 58
 guidelines of, 58–59
- Deterministic time estimates,** 559–562
 definition of, 559
- Digital Millennium Copyright Act (DMCA),** 106
- Diseconomies of scale**
 in capacity planning, 300–301
 definition of, 300
- Dispatching,** priority rule use and, 544
- Distribution**
 of data, 175, 176
 and supply chain, 95, 97–99, 123–126
- Distribution inventory,** definition of, 406
- Distribution management**
 definition of, 97
 in supply chain, 97
- Distribution warehouses**
 definition of, 123
 functions of, 123–124
- Distributor crossdocking,** definition of, 125
- Division of labor,** characteristics of, 13
- Double sampling,** sample plan, 198
- Due dates.** *See also* Project management
 definition of, 524
- Duplication,** partnering and, 120
- Durability,** in manufacturing, 142
- Duration of change**
 in aggregate planning, 464–465
 definition of, 464
- E**
- Earliest due date (EDD),** priority rule, 527–528
- Early supplier involvement (ESI),** 54–55
 definition of, 55, 122
 in product design, 122
- E-commerce.** *See also* Business-to-business (B2B) commerce; Business-to-customer (B2C) commerce
 components of, 19
 definition of, 101
 government regulation of, 106
 and supply chain management, 101–105
 as trend, 31, 93
- Economic feasibility of job,** definition of, 369
- Economic order quantity (EOQ) model**
 calculation of costs, 423–425
 calculation of EOQ, 425–426
 characteristics of, 421–426
 definition of, 421
- Economic production quantity (EPQ) model**
 calculation of EPQ, 428–429
 calculation of maximum inventory, 427–428
 characteristics of, 426–430
 definition of, 426
 order size and, 435–436
- Economic trends,** environmental scanning and, 31
- Economies of scale**
 in capacity planning, 300–301
 definition of, 300
- E-distributors,** definition of, 132
- Effective capacity,** definition of, 299
- Efficiency.** *See also* Just-in-time (JIT) systems; Performance metrics; Productivity
 definition of, 5, 69, 354
 methods analysis and, 375–377
 as performance metric, 69–70
 and product layout design, 354–355
 scientific management approach, 13–14
 strategy and, 29
- Electronic commerce.** *See* E-commerce
- Electronic data interchange (EDI)**
 in B2B commerce, 101–102
 definition of, 101
 and ordering costs, 99
- Electronic request for quote (ERQ),** definition of, 102
- Electronic storefronts,** definition of, 102
- Elemental time data**
 definition of, 385
 work system design and, 385
- Ellwood, Mark,** TimeCorder device for work-sampling, 389
- Employee empowerment.** *See also* Respect for people
 in high-volume operations, 522
 in JIT philosophy, 224–225, 236–240
 in Six Sigma approach, 196–197
 in statistical quality control (SQC), 205
 in total quality management, 151–152
- Employees**
 calculating number needed, 459–461
 in JIT systems, 224–225, 236–240
 lifetime employment, 237–238
 service industry scheduling, 541–542
- End items**
 definition of, 502
 in product trees, 501–503
- Engineering plan**
 in aggregate planning, 458
 definition of, 458

- Enterprise resource planning (ERP), 10
 across the organization, 511
 benefits of, 491–494
 characteristics of, 40–41, 489–490
 cost of, 494–495
 definition of, 20, 75, 489
 evolution of, 490–493
 modules, 490
 motivations for implementation, 493
 operations management (OM) and, 510
 software systems, 490, 491, 493–494
- Environmental issues. *See also* ISO 14000 standards
 green supply chains, 106–109, 133
 historical development, 18
 regulations, 127
- Environmental scanning
 in business strategy formulation, 30–32, 34
 definition of, 30
- E-purchasing
 process of, 111–114
 as trend, 132
- ERP (enterprise resource planning), 10
- Ethics, in supply chain management, 122–123
- European Union (EU), and global marketplace, 18
- Exchanges, on-line, definition of, 132
- Execution, and project life cycle, 556, 557
- Executive opinion
 characteristics of, 253
 definition of, 253
- Expected value (EV)
 calculation of, 306–307
 definition of, 306
- Expediting, in material requirements planning, 507
- Expenses, SCOR model, 131–132
- Explosion process
 definition of, 503
 in material requirements planning, 503–506
- Exponential smoothing model, 263–265
 definition of, 263
 trend-adjusted, 265–266
- External customers, in total quality management, 151
- External distributors (supply chain), 95–97, 127
 for service organizations, 99–101
- External factory, in JIT philosophy, 239
- External failure costs, definition of, 143
- External setups, definition of, 230
- External suppliers (supply chain), 95–96, 127
 for service organizations, 99–101
- Extranets, definition of, 103
- F**
- Facility layouts
 across the organization, 357–358
 characteristics of, 333–334
 efficiency in, 354–355
 examples of, 8
 fixed-position layouts, 339
 flexibility in, 349
 group technology (GT) or cell layouts, 356–357
 hybrid layouts, 338
 and inventory management, 443
 in JIT manufacturing, 232–233
 office layouts, 348–349
 operation management (OM) and, 357
 process layouts. *See* Process layouts and design
 and process selection, 72–73
 product layouts. *See* Product layout design
 software for, 344–345
 and supply chains, 358
 types of, 334–339
 warehouse layouts, 345–348
- Facility location
 across the organization, 323–324
 break-even analysis in, 319–322
 center of gravity approach, 318–319
 factor rating and, 312–314
 factors affecting, 308–310
 load-distance model, 314–318
 and operations management (OM), 323
 three-step procedure for, 312
 transportation method and, 323
- Factor rating
 definition of, 313
 in facility location, 312–314
- Feasibility analysis, in project life cycle, 555, 557
- Feigenbaum, Armand V., on quality, 146–147
- Final product design, in design process, 57
- Finance
 in aggregate planning, 457–459
 capacity planning/facility location and, 323–324
 facility layout and, 358
 forecasting and, 283
 JIT systems and, 244
 operations management and, 22–23
 and operations strategy, 46
 in product design and process selection, 85–86
 statistical quality control and, 206
 total quality management and, 165
- Financial metrics, examples of, 131
- Financial plan
 in aggregate planning, 458
 definition of, 458
- Finished goods, definition of, 406
- Finished goods inventory, definition of, 461
- Finite loading
 definition of, 523
 scheduling and, 524
- Firing, as planning option, 463–464
- First come, first served (FCFS), priority rule, 527–528
- Fitness for use
 definition of, 141
 Juran on, 146–147
 quality and, 141
- Fixed costs
 and break-even analysis, 55–57
 definition of, 55
- Fixed-order quantity, definition of, 421
- Fixed-position layouts, definition of, 339
- “Flattening” of world, and outsourcing, 19–20
- Flexibility
 alternative workplaces and, 373–375
 automation and, 77
 as competitive priority, 37
 definition of, 16, 37
 focused factories and, 301–302
 in JIT philosophy, 221, 229–230, 231–232
 in layouts, 349
 of resources, 231–232
 SCOR model, 131–132
 as strategy, 16
- Flexible layouts, definition of, 349
- Flexible manufacturing systems (FMS)
 definition of, 77
 in process design, 77–78
- Floating employees, scheduling and, 541–542
- Flowcharts
 definition of, 152
 process, 65–69
 in quality management, 152–153

- Flow operations
 definition of, 521
 scheduling in, 521–522
- Flow shops/lines. *See* Line processes
- Fluctuation inventory
 definition of, 406
 functions of, 406, 408
- Focused factories, definition of, 301
- Focus forecasting, 281
- Ford, Henry, scientific management and, 14
- Forecast bias
 control of, 277–278
 definition of, 277
- Forecast error, definition of, 275
- Forecasting
 accuracy measures, 275–277
 across the organization, 283–284
 aggregate planning and, 458, 474
 capacity planning and, 303
 causal models, 254–255, 271–275
 combining forecasts, 281–282
 CPFR in, 282–283
 definition of, 249
 examples of, 8
 focus forecasting, 281
 method types, 251–255
 model selection, 250–251, 278–279
 operations management and, 283
 principles of, 249–250
 software, 279–281
 steps in process of, 250–251
 time series models. *See* Time series models
- Forward integration, definition of, 114
- Forward scheduling, definition of, 524
- Frequency of occurrence
 definition of, 383
 and standard times, 383–384
- Friendliness, quality and, 142
- From-to matrix
 definition of, 340
 in process layout design, 340–341, 346–347
- G**
- Gain sharing, in compensation, 390–391
- Galbraith, John Kenneth, on production, 11
- Gantt charts
 and completion time estimates, 566–567
 definition of, 522
- Gantt, Henry, scheduling charts, 522
- General warehouses
 definition of, 123
 functions of, 123–124
- Globalization
 advantages and disadvantages of, 311
 definition of, 310
 and location analysis, 310–312
 and supply chain management, 105–106, 127–128, 132–133
- Global marketplace
 definition of, 18
 in location analysis, 311
- Global positioning systems (GPS)
 definition of, 76
 in process design, 76
- Global priority rules, definition of, 527
- Goldratt, Eli
 on critical chain approach, 575
 and optimized production technology (OPT), 536
- Goods and services consistency, 36
- Government regulation
 of e-commerce, 106
 globalization and, 312
 and supply chain management, 127
- Green operations, 18
 ISO 14000 standards, 18, 163
 supply chains, 106–109, 133
- Green supply chain management,
 106–109, 133
 definition of, 106
- Gross requirements, definition of, 498
- Group incentive plans, of compensation, 390–391
- Group technology (cell) layouts
 definition of, 338
 in facility layout, 356–357
- Group technology (GT), definition of, 356
- H**
- Harris, F.W., and management science, 14
- Hawthorne effect, 14
- Hawthorne studies, 14
 and layouts, 348
- High-performance design, 36
- High-volume operations, scheduling in, 521–522
- Hill, Terry, on order winners and order qualifiers, 38
- Hiring and firing
 examples of, 469–470
 as planning option, 463–464
- Histograms
 definition of, 155
 in quality management, 155
- Historical development
 computer age, 15
 electronic commerce and issues, 15, 19–20
 environmental issues, 18
 globalization, 18–20
 human relations movement, 14
 Industrial Revolution, 12–13
 management science, 14–15
 milestones, 11–12
 post-World War II, 15–20
 scientific management, 13–14
 of total quality management (TQM), 144–148
- Holding costs. *See also* Order quantity determination
 definition of, 412
 in inventory management, 412–413
- House of quality, in quality function deployment, 156–158
- Human relations movement, definition of, 14
- Human resources
 aggregate planning and, 466
 facility layout and, 358
 forecasting and, 284
 operations management and, 22–23
 and product design and process selection, 85–86
 statistical quality control and, 206
 total quality management and, 166
 work system design and, 394–395
- Hybrid aggregate plans
 characteristics of, 460–461
 definition of, 460
 examples of, 472
- Hybrid layouts
 definition of, 338
 group technology (cell) layouts, 356–357
- I**
- Idea development, in product design, 54–55
- Idle time
 efficiency and, 354–355
 inventory management and, 409
- Immediate predecessors
 definition of, 349
 in product layout design, 349–350

- Incentive plans, in compensation, 391
- Incoming inspection, definition of, 111
- In control process, process capability and, 190–191
- Indented bills of materials, definition of, 500
- Independent demand
 definition of, 496
 in material requirements planning, 496–498
- Indifference points, calculation of, 115–116
- Industrial Revolution
 definition of, 12
 impact of, 12–13
- Industry consortia, definition of, 132
- Infinite loading
 definition of, 523
 scheduling and, 523–524
- Information, organizational flow, 22–23
- Information flow, enterprise resource planning and, 493
- Information systems
 aggregate planning and, 475
 enterprise resource planning and, 489–492
 forecasting and, 284
 inventory management and, 444
 JIT systems and, 244
 materials requirements planning (MRP), 496
 operations management and, 22–23
 and product design and process selection, 85–86
 project management and, 576
 resource planning and, 511
 scheduling and, 544
 statistical quality control and, 206–207
 supply chain management and, 133–134
 total quality management and, 166
 work system design and, 394
- Information technology
 definition of, 75
 process design and, 75–76
 strategic role of, 40–41
 supply chain management and, 101–105, 111–114
- Infrastructure
 definition of, 39
 issues in globalization, 311
 supply chain management issues, 108–109
- Input/output control
 definition of, 525
 use of, 525–527
- Inputs and outputs
 and capacity measurement, 297–298
 input/output control, 525–527
 transformation process of, 3–5
- Insourcing, definition of, 114
- Inspection. *See also specific quality control method*
 factors in, 203–204
- Institute for Supply Management (ISM), standards of conduct, 122–123, 133
- Insurance, and risk costs, 413
- Interchangeable parts concept, 13
- Intermittent operations. *See also Repetitive operations*
 automation and, 76–78
 characteristics of, 62–65
 and decision-making, 70–75
 definition of, 62
- Intermittent processing systems. *See also Process layouts and design*
 definition of, 334
- Internal customers, in total quality management, 151
- Internal failure costs, definition of, 143
- Internal functions (supply chain), 95–96, 126–127
 for service organizations, 99–101
- Internal resource constraints. *See also Bottlenecks*
 definition of, 539
- Internal setups, definition of, 230
- International Organization for Standardization (ISO), 15–16, 18
- Internet. *See also Business-to-business (B2B) commerce; Business-to-customer (B2C) commerce; Customer-to-customer (C2C) commerce; E-commerce*
 history of, 19
- Intranets, definition of, 103
- Inventory
 and aggregate planning, 457–458
 functions of, 406–408
 types of, 405–406
- Inventory management
 ABC inventory analysis and control, 414–417
 across the organization, 444
 and aggregate planning, 457–458
 bottlenecks and, 538
 continuous review systems, 420–422
 cost-efficient operations and, 409–410
 crossdocking and, 124–125
 customer service and, 408–409
 examples of, 8
 JIT manufacturing and, 223, 240
 minimum inventory investment, 410–412
 operations management (OM) and, 443
 order quantity determination. *See Order quantity determination*
 periodic review system, 438–441
 quantity discounts and, 430–433
 record accuracy, 417–420, 443
 relevant costs, 412–414
 resource planning and, 511
 safety stock level determination, 436–438
 in service organizations, 419–420
 single-period model, 441–443
 smaller order justification, 434–436
 and supply chain waste, 129–130
- Inventory records
 accuracy of, 417–420, 443
 manufacturing requirements planning and, 499–500
- Inventory turnover
 definition of, 410
 in inventory management, 410–411
- Ishikawa, Kaoru, on quality, 146, 147–148
- ISO 9000 standards
 characteristics of, 15–16, 162–163
 definition of, 162
- ISO 14000 standards
 definition of, 163
 of environmental responsibility, 18, 163
- Item costs, definition of, 412
- J**
- Japan, JIT philosophy, 15
- Jidoka, definition of, 234
- Job design
 alternative workplaces, 373–375
 definition of, 369
 elimination of worker boredom, 372
 examples of, 8
 feasibility factors, 369–370
 machines vs people, 370
 specialization, 371–372
 team approaches to, 372–373
- Job enlargement and enrichment, 14, 372
 definition of, 372
 in high-volume operations, 522
- Job flow time
 calculation of, 529
 definition of, 529
 examples of, 532–534

- Job lateness
 definition of, 530
 examples of, 532–534
 scheduling and, 530–531
- Job rotation
 in high-volume operations, 522
 in job design, 372
- Job sequencing, 527–528
 examples of, 532–534
- Job shops. *See also* Batch processes; Low-volume operations
 scheduling in, 522–523
- Job tardiness
 definition of, 530
 examples of, 532–534
 scheduling and, 530–531
- Johnson's rule
 definition of, 534
 use of, 534–536
- Juran, Joseph M., on quality, 146–147
- Just-in-time (JIT) manufacturing
 characteristics of, 222–224
 crossdocking in, 125
 facility layout in, 232–233
 flexible resources and, 231–232
 globalization and, 311
 pull system, 225–226
 small-lot production and quick setup, 229–230
 uniform facility loading, 242
 uniform plant loading, 230–231
- Just-in-time (JIT) systems
 across the organization, 243–244
 benefits of, 240
 definition of, 15, 218, 222
 elements of, 222–225
 implementation of, 241–242
 just-in-time manufacturing, 225–233
 management role, 238, 241–242
 philosophy of, 15, 219–221
 respect for people and, 236–240
 in service industries, 242–243
 total quality management (TQM) and, 233–236
 in total systems approach, 20
- K**
- Kaizen
 definition of, 150
 in JIT philosophy, 221
 kaizen blitz, 221
 philosophy of, 150
- Kanban cards
 definition of, 226
 use of, 226–229
- Kanban production
 pull system with, 222–223, 226–229
 signal kanbans, 229
 variations of, 229
- L**
- Labor agreements, scheduling and, 542
- Labor costs, in service industry planning, 474
- Labor force, in location analysis, 309, 310
- Language barriers, globalization and, 312
- Last come, first served (LCFS), priority rule, 527–528
- Layoffs, issues of, 238
- Layout planning
 definition of, 333
 importance of, 333–334
- Lead times
 calculation of, 502
 definition of, 417, 499
 and inventory management, 422
 JIT systems and, 229–230, 240
 order placements and, 129
 small lot sizes and, 229–230
- Lean systems
 components of, 20
 definition of, 20
 JIT philosophy and, 218–219
- Learning curve coefficients, 393–394
- Learning curves, in work system design, 391–394
- Level aggregate plans
 characteristics of, 459–460
 definition of, 459
 examples of, 467–469, 471
- Level or horizontal pattern forecasting
 characteristics of, 256–257
 definition of, 256
 exponential smoothing, 263–265
 naïve method, 257–258
 simple mean or average, 258–259
 simple moving average, 259–262
- Leveling production schedule, 230–231
- Levitt, Theodore, service design of, 83
- Life cycle
 product, 59, 71–72, 256
 project, 555–557
- Linear programming, in facility location, 323
- Linear regression
 definition of, 271
 in forecasting, 271–274
- Linear trend lines, forecasting method, 266–268
- Line balancing
 definition of, 349
 process of, 353–354
- Line processes, characteristics of, 63–65, 355
- Load charts, definition of, 522
- Load-distance models
 definition of, 315
 in facility location, 314–318
 in process layout design, 342–344
- Local priority rules, definition of, 527
- Location analysis. *See also* Capacity planning; Facility location
 break-even analysis and, 319–322
 center of gravity approach, 318–319
 decision-making steps, 312
 definition of, 307
 evaluating alternatives, 312–323
 examples of, 8
 factor rating in, 312–314
 globalization and, 310–312
 importance of, 307–308
 load-distance model and, 314–318
 transportation method and, 323
 typical factors in, 308–310
- Logistics, in supply chain, 97
- Longest processing time (LPT), priority rule, 527–528
- Longest task time rule, 353
- Lost sales
 and back orders, 462
 definition of, 414
- Lot-for-lot ordering, definition of, 421
- Lot size
 as inspection factor, 203
 small-lot production, 229–230
- Lot-size inventory
 definition of, 406
 functions of, 406, 408
- Lot size rules, in material requirements planning, 507–508
- Lot tolerance percent defective (LTPD), definition of, 199
- Lovelock, C.H., customer involvement approach, 83–84
- Low-volume operations, scheduling in, 522–523

M

- Magnitude of change
 in aggregate planning, 464–465
 definition of, 464
- Maintenance, repair and operating (MRO)
 inventory, 406–407
 definition of, 407
 functions of, 406, 408
- Makespan
 definition of, 529
 minimization, 534–536
 scheduling and, 530
- Make-to-order strategy, 66–67
 and process selection, 74
- Make-to-stock strategy, 66–67
 and process selection, 74
- Malcolm Baldrige National Quality
 Award (MBNQA), 143, 161–162,
 205
 definition of, 161
- Management
 role in JIT systems, 238
 statistical quality control (SQC) and,
 203–204
- Management science approach, 14–15
 definition of, 14
- Mandates, with trading partners, 127
- Manufacturability, definition of, 52
- Manufacturing. *See also* Just-in-time (JIT)
 manufacturing
 aggregate planning and, 475
 cell manufacturing, 232–233
 Computer-aided manufacturing
 (CAM), 79
 Computer-integrated manufacturing
 (CIM), 79
 just-in-time features, 222–224
 reliability and serviceability, 142
- Manufacturing crossdocking, definition
 of, 125
- Manufacturing organizations
 characteristics of, 5–7
 definition of, 5
 differences from service organizations,
 80–81, 141–142
- Manufacturing resource planning
 (MRPII). *See also* Enterprise
 resource planning (ERP); Master
 production schedule (MPS);
 Material requirements planning
 (MRP)
 characteristics of, 495–496
 definition of, 495
- Market constraints, definition of, 539
- Marketing
 aggregate planning and, 475
 capacity planning/facility location and,
 323–324
 customer focus and, 149
 facility layout and, 357
 forecasting and, 283
 inventory management and, 444
 JIT systems and, 244
 operations management and, 22–23
 and operations strategy, 46
 and process selection, 85–86
 in product design, 53–54, 85–86
 project management and, 576
 resource planning and, 511
 scheduling and, 544
 in service design, 80
 statistical quality control and, 206
 supply chain management and, 133
 total quality management and, 165
 work system design and, 394
- Marketing plans
 in aggregate planning, 457
 definition of, 457
- Marketplace research, in project
 management, 555
- Marketplace trends, environmental
 scanning and, 30–31
- Market research
 definition of, 253
 forecasting method, 253
- Mass customization, definition of, 16
- Mass production
 introduction by Ford, 14
 types of operations in, 62–65
- Master production schedule (MPS)
 calculating feasibility of, 508–510
 definition of, 458
 in enterprise resource planning, 490
 in JIT manufacturing, 222
 material requirements planning and,
 495–499
 and operations management (OM),
 510–511
- Material requirements planning (MRP)
 across the organization, 511
 capacity requirements planning and,
 496, 508–510
 closed-loop MRP, 495
 definition of, 496
 development of, 15
 explosion process, 503–506
 history of, 495–496
 inputs into system, 498–503
 lot size rules and, 507–508
 master production scheduling and, 496,
 498–499
 objectives of, 498
 operations management and, 510–511
 overview of, 496
 process overview, 497–498
- Mayo, Elton, on Hawthorne effect, 14
- Mean (average)
 definition of, 174
 forecasting with, 258–259
 in time studies, 380–385
 x-bar charts for, 178–182, 183–184
- Mean (x-bar) charts, 178–182, 183–184
- Mean absolute deviation (MAD)
 calculation of, 275–277, 278
 definition of, 275
- Mean observed time
 calculation of, 381–382
 definition of, 382
- Mean squared error (MSE)
 calculation of, 275–277
 definition of, 275
- Methods analysis
 definition of, 375
 use of, 375–377
- Methods-time-measurement (MTM),
 386–387
- Minimum inventory investment,
 calculations of, 410–412
- Min-max systems
 compared to periodic review system,
 438
 definition of, 421
- Mission statements
 definition of, 29
 examples of, 30, 33–34
- Mixed-model lines, definition of, 355
- Mixed services, characteristics of, 82
- Most likely time estimate, definition of,
 562
- Moving assembly lines, introduction by
 Ford, 14
- MRO (maintenance, repair, operational)
 function, supply chain and, 132
- Multifactor productivity measurement,
 42–43
- Multifunction workers
 definition of, 231
 in JIT philosophy, 231–232, 243
- Multiple regression, in forecasting, 275
- Multiple-sampling, *sample plan*, 198

N

Naïve method forecasting, 257–258
 definition of, 257

Nardelli, Bob, Home Depot CEO (former), 21

Net marketplaces
 in B2B commerce, 102
 definition of, 102

Network diagrams, 558–559

Network planning techniques
 completion time estimation, 559–567
 deterministic time estimates, 560–562
 diagramming of project, 558–559
 probabilistic time estimates, 562–567
 progression monitoring, 568–569
 project description, 556–558

Nonbottlenecks
 definition of, 536
 in optimized production technology (OPT), 536–538

Normal time
 definition of, 383
 and standard times, 383–384

North American Free Trade Agreement (NAFTA), and global marketplace, 18, 311

Numerically controlled (NC) machines, 78

O

Occupational Safety and Health Act (OHSA), work conditions and, 377–378

Office landscaping, 349

Office layouts, design of, 348–349

Offshore production, issues of, 127

Ohno, Taaichi, development of JIT, 219

On-call employees, scheduling and, 541–542

On-line retailing. *See* Business-to-customer (B2C) commerce

On-time delivery, 36–37

Open shop orders, definition of, 508

Open systems, in enterprise resource planning, 494

Operating characteristic (OC) curves
 characteristics of, 198–201
 definition of, 198

Operations management (OM). *See also* Operations strategy
 across the organization, 22–24
 capacity planning and facility location, 323
 component decisions of, 7–10
 definition of, 3
 facility layout and, 357
 forecasting within, 283
 historical development of, 11–20
 JIT and lean systems within, 243
 job positions, 21
 product design and process selection, 84–85
 project management and, 576
 resource planning and, 510–511
 role of, 2–5
 role of operations strategy, 45–46
 scheduling and, 543–544
 statistical quality control (SQC) within, 206
 supply chain management within, 133–134
 today's environment, 20–21
 total quality management (TQM) within, 164

Operations sequencing, 527–528
 definition of, 527

Operations strategy. *See also* Operations management (OM); Productivity measurement
 across the organization, 46
 definition of, 27
 development of, 34–40
 examples of, 8
 priorities into production, 39–40
 role of, 28–29
 technology and, 40–41
 within operations management, 45–46

Opportunities, environmental scanning and, 30

Opportunity creation, partnering and, 120–121

Optimistic time estimate, definition of, 562

Optimized production technology (OPT)
 definition of, 536
 principles of, 536–538
 theory of constraints and, 539

Order batching, and supply chain management, 98–99

Order-cycle service level
 definition of, 436
 in safety stock determination, 436–438

Ordering costs. *See also* Order quantity determination
 definition of, 414

Order *n* periods, definition of, 421

Order qualifiers
 characteristics of, 38–39
 definition of, 38

Order quantity determination
 common approaches, 420–421
 economic order quantity (EOQ) in, 421–427
 economic production quantity (EPQ) in, 426–430
 quantity discount model, 430–433
 smaller orders and, 434–436

Order winners
 characteristics of, 38–39
 definition of, 38

Organizational culture, management and, 238

Out of control process
 definition of, 176
 process capability and, 190–191

Output-based compensation systems
 characteristics of, 389–390
 definition of, 389

Output rate
 definition of, 351
 in product layout design, 351–353

Outsourcing. *See also* Globalization
 definition of, 114
 of noncore activities, 32–33
 use of, 19–20

Overhead, as fixed cost, 55

Overtime. *See also* Aggregate planning
 aggregate planning and, 457–458
 definition of, 462

P

Paced lines, definition of, 355

Parent items
 definition of, 502
 in product trees, 501–503

Pareto analysis
 definition of, 155
 in quality management, 153, 155

Pareto's law, and inventory management, 414–417

Pareto, Vilfredo, and quality management, 155

Partial productivity measurement, 42–43

Partnering. *See also* Purchasing; Suppliers
 definition of, 118
 developing relationship, 118–119
 forecasting and, 282–283
 success factors and benefits, 119–122

Part-time employees, scheduling and, 541–542

- P*-charts, 184–187
 definition of, 185
 values chart, 649
- Percentage of dollar volume shipped on schedule, definition of, 409
- Percentage of line items shipped on schedule, definition of, 409
- Percentage of orders shipped on schedule
 definition of, 408
 and inventory management, 408–409
- Performance
 in manufacturing, 142
 in work measurements, 379
- Performance metrics
 and process design, 67–70
 scheduling and, 529–531
 supply chain, 130–132
- Performance rating factor
 definition of, 382
 and standard times, 382–383
- Periodic counting, definition of, 418
- Periodic review systems
 comparison to continuous review systems, 420–423
 definition of, 417
 in inventory management, 438–441
- Perpetual inventory records, definition of, 430
- Pessimistic time estimate
 in critical chain approach, 574–575
 definition of, 562
- Piece-rate incentives, 14
- Pipeline inventory, 406
- Plan-do-study-act (PDSA) cycle
 and continuous improvement, 150
 definition of, 150
- Planned orders, definition of, 500
- Planning
 and project life cycle, 556, 557
 in work measurements, 379
- Planning factors, definition of, 499
- Plant-within-a-plant (PWP) concept, 38, 302
- Point of departure
 in aggregate planning, 464–465
 definition of, 464
- Point-of-sale (POS) information
 forecasting product demand, 99
 and supply chain management, 127–129
- Poka-yoke, definition of, 235
- Policy constraints, definition of, 539
- Political risks, globalization and, 311
- Political trends, environmental scanning and, 31–32
- Porter, Michael, on efficiency and strategy, 29
- POS (point-of sale). *See* Point-of-sale (POS) information
- Posted schedules, scheduling and, 540
- Postponement
 definition of, 124
 in mass customization, 16
 warehousing and, 124
- Precedence diagrams
 definition of, 350
 in product layout design, 350
- Precedence relationships, definition of, 557
- Predetermined time data
 definition of, 386
 and standard times, 386–387
- Preliminary product design, in design process, 57
- Prevention costs
 definition of, 143
 quality and, 143–144
- Preventive maintenance, in JIT systems, 235
- Price and availability, definition of, 110
- Price fluctuations, and supply chain, 98–99
- Priority rules
 comparison of, 531–534
 definition of, 527
 scheduling and, 527–528
- Privacy, in office layouts, 348–349
- Probabilistic time estimates, 559, 562–567
 definition of, 559
- Problems, solutions to odd-numbered, 625–646
- Problem-solving teams
 definition of, 372
 in job design, 372–373
 use of tools, 152
- Process, inspection factors, 203–204
- Process batches, definition of, 538
- Process capability
 definition of, 190
 measurement of, 190–195
- Process capability index
 definition of, 191
 measurement of, 191–195
- Process charts. *See* Control charts
- Process design
 automation and, 76–78
 e-manufacturing and, 79
 information technology and, 75–76
- performance measurement example, 69–70
- performance metrics and, 67–70
- process flow analysis in, 65–67
- quality in, 160
- in total quality management, 234
- Process flow analysis, definition of, 65
- Process flowcharts
 definition of, 65
 design and use of, 65–70
- Process layouts and design
 block plan development, 342–345
 closeness measures in, 340–341
 definition of, 334
 detailed layout step, 345
 determination of space
 needs/allocation, 339–341
 examples of, 334
 layout characteristics, 334–336
 office layouts, 348–349
 trial and error in, 342–344
 vs product layouts, 337
 warehouse layouts, 345–348
- Process management, in quality management, 160
- Process performance metrics
 definition of, 67
 use of common, 67–70
- Process quality, 36, 203–204. *See also* Statistical quality control (SQC); Total quality management (TQM)
 in JIT philosophy, 234
- Process selection. *See also* Intermittent operations; Repetitive operations
 across the organization, 85–86
 examples of, 8
 product design and, 70–75
 types of, 61–65
- Process technology, 40
- Process velocity
 calculation of, 69–70
 definition of, 69
- Producer's risk
 in acceptance sampling, 199–200
 definition of, 199
- Product, inspection factors, 203–204
- Product design. *See also* Process selection; Product layout design; Service design
 across the organization, 85–86
 decision making and, 70–72
 definition of, 52
 design of experiment, 148
 examples of, 8

Product design (cont.)

- factors impacting, 58–61
- final design, 57–58
- idea development, 54–55
- preliminary design and testing, 57
- process of, 53–58
- process selection and, 70–75
- product screening, 55–57
- quality function deployment in, 155–158
- quality of, 36
- services vs. goods, 52–53, 80–81
- suppliers in, 54–55, 122
- and supply chain management, 128
- in total quality management, 234
- Product families, in aggregate planning, 457–458
- Product flexibility, 37
- Production cards
 - definition of, 226
 - use of, 226–229
- Production employees, in JIT systems, 236–237
- Production plan. *See* Aggregate planning
- Productivity
 - and competitiveness, 41–45
 - definition of, 41, 69
 - enterprise resource planning and, 489
 - JIT systems and, 240
 - measurement and interpretation of, 41–44
 - overtime and, 462
 - as performance metric, 69
 - in United States, 44–45
- Productivity measurement, 42–45
- Product layout design
 - cycle time determination in, 351–353
 - definition of, 336
 - efficiency, idle time, and balance delay, 354
 - examples of, 336
 - layout characteristics, 336–338
 - line considerations, 355
 - output rate determination in, 351
 - task assignment to workstations, 353–354
 - task identification, 349–350
 - theoretical minimum number of stations (TM) in, 353
- Product life cycle
 - as factor in design, 59
 - forecasting and, 256
 - and product and process decisions, 71–72
- Product mixing, customer service and, 124
- Product proliferation, and supply chain management, 109
- Product screening, in product design, 55–57
- Product/service strategies, 66–67, 74
- Product specifications, definition of, 190
- Product structure trees
 - and bills of material (BOM), 501–503
 - definition of, 501
- Product technology, 40
- Profitability, purchasing department and, 110
- Profit sharing, in compensation, 390
- Program evaluation and review technique (PERT), 556–557
 - definition of, 557
- Progress charts, definition of, 523
- Project activities, definition of, 557
- Project buffers, definition of, 575
- Projected available quantity, definition of, 500
- Project life cycle, 555–556
- Project management
 - across the organization, 576
 - applications of, 554–555
 - completion date probability, 569–571
 - completion time reduction, 571–574
 - critical chain approach, 574–575
 - network planning techniques. *See* Network planning techniques
 - project life cycle, 555–556
- Project processes, characteristics of, 63–65
- Projects, definition of, 555
- Psychological criteria for quality, definition of, 141
- Pull systems
 - characteristics of, 225–226
 - definition of, 226
 - product layout and, 338
- Purchase order, definition of, 111
- Purchasing. *See also* Material requirements planning (MRP); Sourcing issues
 - aggregate planning and, 475
 - e-purchasing process, 111–114
 - resource planning and, 511
 - roles of, 109–110
 - steps of traditional process, 110–111
 - in supply chain management, 109–114
 - total quality management and, 165
- Pure services, characteristics of, 81–82
- Push systems, in manufacturing, 223

Q

- Qualitative forecasting methods
 - capacity planning and, 303
 - characteristics of, 251–252
 - definition of, 251
 - types and features, 252–254
- Quality. *See also* Statistical quality control (SQC); Total quality management (TQM)
 - awards and standards, 161–163
 - characteristics of, 140–143
 - as competitive priority, 36, 144–145
 - costs of, 143–144, 148
 - definition of, 36
 - JIT systems and, 224
 - manufacturing vs service organizations, 141–142
 - and supply chain management, 111
- Quality circles
 - definition of, 151, 237
 - in JIT systems, 237
 - quality and, 148, 151
- Quality control charts. *See* Control charts
- Quality control costs, 143–144
- Quality Control Handbook* (Juran), 146
- Quality failure costs, 143–144
- Quality function deployment (QFD)
 - characteristics of, 155–156
 - definition of, 155
 - examples of, 156–158
 - in product design, 127
- Quality Is Free* (Crosby), 147
- Quality management. *See also* Statistical quality control (SQC); Total quality management (TQM)
 - examples of, 8
 - in service organizations, 80–81
- Quality-of-life issues, in location analysis, 310
- Quality at the source
 - definition of, 224
 - in JIT systems, 224, 234–235
 - and quality management, 160
- Quality tools. *See also* Control charts; Descriptive statistics
 - choice of, 204
 - use of, 152–155, 172–173
- Quality trilogy, concept of, 147
- Quantitative forecasting methods
 - causal models, 254–255, 271–275
 - characteristics of, 251–252
 - comparison of types, 254–255
 - definition of, 252
 - time series models. *See* Time series models

- Quantity discount model
 characteristics of, 430–433
 definition of, 430
- Quasi-manufacturing organizations,
 characteristics of, 6–7, 81–82
- Queues, definition of, 527
- R**
- Radio frequency identification technology (RFID)
 definition of, 125
 in inventory management, 419
 in process design, 76
 in supply chain distribution, 125–126, 127, 128
- Random variation
 definition of, 257
 in forecasting, 257
- Range
 definition of, 175
 in mean charts, 181–182
 range (*R*) charts, 182–184
- Range (*R*) charts, 182–184
 definition of, 182
- Rapid delivery, 36–37
- Rationing, and supply chain management, 98–99
- Raw materials, definition of, 405
- Rectilinear distance
 definition of, 315
 and load-distance model, 315–318, 343–344
- Redundancy, in product design, 159–160
- Reengineering, definition of, 16
- REL charts
 definition of, 341
 in process layout design, 341
- Reliability
 definition of, 158
 in manufacturing, 142
 in product design, 158–160
 SCOR model, 131–132
- Remanufacturing, in product design, 61
- Repetitive operations. *See also* Intermittent operations
 automation and, 76–78
 characteristics of, 62–65
 and decision-making, 70–75
 definition of, 62
- Repetitive processing systems. *See also* Product layout design
 definition of, 334
- Replenishment. *See* Inventory management
- Replenishment lead times, in material requirements planning, 498–503
- Requisition request, definition of, 110
- Reservation systems, scheduling and, 540
- Reserve stock, 406
- Resources. *See also* Material requirements planning (MRP)
 activation vs. usage, 537
 allocation for aggregate planning, 457–458
- Respect for people
 definition of, 224
 in JIT philosophy, 224–225, 236–240
- Retail crossdocking, definition of, 125
- Reverse engineering, definition of, 54
- Review systems. *See* Continuous review systems (CRS); Periodic review systems
- Rework, quality and, 143
- RFID. *See* Radio frequency identification technology (RFID)
- Risk costs, definition of, 413
- Robotics, in process design, 78
- Robust design, definition of, 148
- Role of operations management (OM), 3–5
- Rough-cut capacity planning (RCCP), 508–510, 511
- Routing
 definition of, 521
 and work flows, 521–522
- S**
- Safety stock, determination of, 436–438
- Safety time, in critical chain approach, 574–575
- Sales and operating planning
 in aggregate planning, 457–459
 definition of, 457
- Sales revenue model, definition of, 103
- Sampling plans
 average outgoing quality, 201–202
 characteristics of, 197–198
 definition of, 197
 and OC curves, 198–201
- SAP R/3 system, in enterprise resource planning, 490, 491
- Scatter diagrams, in quality management, 153, 154–155
- Scheduled receipts, definition of, 500
- Scheduling
 across the organization, 544
 backward scheduling, 525
- bottlenecks in, 536–539
 development process, 542–543
 examples of, 8
 finite loading and, 524
 forward scheduling, 524
 Gantt charts, 522–523
 in high-volume operations, 521–522
 infinite loading and, 523–524
 job sequencing, 527–528
 job sequencing through two work centers, 534–536
 in low-volume operations, 522–523
 optimized production technology and, 536–539
 performance measurement, 529–531
 priority rules in, 527–528, 531–534
 for service organizations, 539–542
 workflow monitoring, 525–527
- Scientific management approach
 characteristics of, 13–14
 definition of, 13
- SCM. *See* Supply chain management (SCM)
- SCM software, definition of, 491
- Scott, H. Lee, Wal-Mart CEO (former), 21
- Scrap, quality and, 143
- Seasonal employees, scheduling and, 541–542
- Seasonal index
 calculation of, 268–271
 definition of, 268
- Seasonal inventory, and demand-based option, 461–462
- Seasonality forecasting, 268–271
 characteristics of, 256–257
 definition of, 256
- Self-directed teams, definition of, 373
- Self-managed teams, benefits of, 225
- Serviceability, in manufacturing, 142
- Service demands, scheduling and, 540–541
- Service design
 definition of, 53
 models, 83–84
 unique factors in, 80–82, 142
- Service organizations
 aggregate planning in, 470–474
 capacity planning examples, 296–297
 characteristics of, 5–7
 classifications of, 81–82
 definition of, 5
 differences from manufacturing, 80–81, 141–142
 inventory management in, 419–420
 JIT systems and, 242–243

- Service organizations (*cont.*)
 on-line services of, 105
 scheduling for, 521–522, 523–524, 539–542
 service design process in, 52–53
 statistical quality control (SQC) in, 204–205
 supply chain management in, 17–18, 99–101
 yield management in, 474
- Service package
 definition of, 82
 design process, 82–84
- Service sector
 employment trends in, 7
 productivity and, 45
- Service strategy, decision making and, 74–75
- Setup costs. *See also* Order quantity determination
 definition of, 223, 410
 in JIT manufacturing, 223
- Setup time minimization, in JIT systems, 229–230, 243
- Shewart, Walter A., and quality management, 145, 146
- Shifting demand
 definition of, 462
 incentive strategy, 462
- Shortage costs. *See also* Order quantity determination
 definition of, 414
- Shortage gaming, and supply chain management, 98–99
- Shortest processing time (SPT)
 priority rule, 527–528
 use of, 532–534
- Signal kanbans, 229
- Simple mean or average forecasting, 258–259
 definition of, 258
- Simple moving average forecasting, 259–262
 definition of, 259
- Simplicity, in JIT systems, 220–221, 235–236
- Single-model lines, definition of, 355
- Single-period inventory model
 definition of, 441
 use of, 441–443
- Single sampling, sample plan, 197–198
- Single-source suppliers, definition of, 239
- Six Sigma quality
 definition of, 195
 program, 142–143, 195–197
- Skinner, Wickham, plant-within-a-plant (PWP) concept, 38
- Slack
 definition of, 525, 561
 in network planning techniques, 557, 561–562, 565–567
- Slack per remaining operations (S/RO)
 priority rule, 527–528
 use of, 532–534
- Small-lot production
 definition of, 229
 in JIT manufacturing, 229–230
- Smith, Adam, division of labor concept, 13
- Smith, Bernie, focus forecasting developer, 281
- Social trends, environmental scanning and, 32
- Software. *See also* Enterprise resource planning (ERP)
 Collaborative product commerce (CPC), 79
 forecasting, 279–281
 layout design, 344–345
 Supply chain management (SCM), 491
- Solutions to Odd-Numbered Problems, 625–646
- Sourcing issues
 insourcing vs outsourcing, 114–116
 partnering and, 118–122
 supplier relationships, 116–122
- Sourcing strategy
 definition of, 111
 examples of, 118–119
- SPACECRAFT software, for layout design, 345
- Space needs, process layout design and, 339–341
- Specialization
 definition of, 371
 in job design, 371–372
- Special-purpose teams
 definition of, 372
 in job design, 372–373
- Speculative inventory
 definition of, 407
 functions of, 406, 408
- Spreadsheets, for forecasting, 279
- Staffing for peak demand, 541–542
- Standard deviation. *See also* Control charts
 definition of, 175
 in time studies, 380–381
- Standardization, of products, 62–65
- Standard normal deviation, 647
- Standard time, definition of, 378
- Standard times setting
 elemental time data, 385
 predetermined time data, 386–387
 time study, 379–385
 work sampling, 387–389
- State of control, process and, 176
- Statistical packages, for forecasting, 279
- Statistical process control (SPC)
 control chart use in, 175–178
 definition of, 173
 methods, 175–178
 in total quality management (TQM), 164
- Statistical quality control (SQC). *See also* Control charts
 acceptance sampling, 197–202
 across the organization, 206–207
 categories of, 172–173
 definition of, 172
 descriptive statistics used, 174–175
 history of, 14–15
 ISO standards and, 207
 management implications, 203–204
 and operations management (OM), 206
 process capability, 190–195
 in service organizations, 204–205
 Six Sigma quality, 195–197
 statistical process control in, 175–178
 tool choice, 204
- Stock-keeping unit (SKU), definition of, 420
- Stopwatch time studies, 14
- Storage costs, definition of, 413
- Strategic alliances, globalization and, 31–32
- Strategic business plans
 aggregate planning in, 456–457
 definition of, 457
- Strategic decisions. *See also* Product design
 and business strategy, 29–34
 capacity planning as, 296, 299–303
 characteristics of, 9–10
 competitive priorities and, 72
 definition of, 9
 supply chain management as, 133
 technology and, 41
- Structure, definition of, 39
- Subcontracting, definition of, 463
- Subcontractor networks, and capacity planning, 302
- Subscription revenue model, definition of, 103
- Supplier kanbans, 229

- Suppliers
 developing relationships with, 116–117, 225
 early supplier involvement (ESI), 54–55, 122
 ethics and, 122–123
 number of, 117–118
 offshore vs. onshore, 107
 partnerships, 118–122
 purchasing process and, 110–114
 quality management and, 160, 234
 relationships in JIT systems, 239–240
- Supply chain
 aggregate planning and, 475
 capacity planning/facility location and, 324
 components of, 95–97
 concept of, 93–94
 definition of, 16, 93
 design, 126–127
 distribution, 123–126
 facility layout and, 358
 forecasting and, 284
 importance of integration, 24
 JIT systems and, 244
 operations strategy and, 46
 performance metrics, 130–132
 technology decisions and, 86
 total quality management and, 166
 waste in, 129–130
- Supply chain design, 126–127
- Supply chain distribution, 123–126
- Supply chain intelligence (SCI), definition of, 491
- Supply chain management (SCM). *See also* Enterprise resource planning (ERP)
 across the organization, 133–134
 aggregate planning and, 475
 bullwhip effect, 97–99
 capacity planning/facility location and, 324
 definition of, 16, 94
 distribution, 123–126
 e-commerce and, 101–105
 e-purchasing and, 111–114, 132
 ethics in, 122–123
 examples of, 8, 17–18
 facility layout and, 358
 forecasting and, 284
 globalization and, 105–106, 107, 132–133
 government regulation in, 106
 green supply chains, 106–109, 133
 implementing, 126–130
 improvement of, 127–130
 infrastructure issues, 108–109
 insourcing and outsourcing, 114–116
 inventory management and, 444
 JIT philosophy and, 244
 leveraging, 127–129
 product proliferation, 109
 project tracking and, 577
 purchasing and, 109–114
 quality management in, 166
 resource planning and, 512
 scheduling and, 545
 in service organizations, 17–18, 99–101
 software for, 491
 supplier relationships in, 116–122
 Supply Chain Operations Reference (SCOR) model, 131–132
 in total systems approach, 20
 trends in, 132–133
 waste elimination in, 129–130
 work system design and, 395
- Supply Chain Operations Reference (SCOR) model, 131–132
- Supply chain velocity
 definition of, 132
 trend of, 132–133
- Supply source proximity, in location analysis, 308–309
- Support services
 definition of, 141
 quality and, 141
- Sustainability
 definition of, 18
 operations management and, 18
- Systematic layout planning (SLP), 341
- T**
- Tactical decisions. *See also* Process selection; Product design
 capacity planning as, 296
 characteristics of, 9–10
 definition of, 9
- Taguchi, Genichi, on quality, 146, 148
- Taguchi loss function, definition of, 148
- Target inventory level (TI)
 definition of, 438
 in inventory management, 438–440
- Taxation, and e-commerce, 106
- Taylor, Frederick W.
 scientific management approach, 13–14, 389–390
 and time studies, 379
- Technical feasibility of job, definition of, 369
- Technology. *See also* Enterprise resource planning (ERP)
 effects on outsourcing, 20
 e-purchasing, 111–114
 and process design, 75–80
 skill of workers and, 109
 strategic role of, 40–41
 substituting for workers, 83
 types of, 40–41
- Telecommunications
 in e-purchasing, 111–114
 infrastructure deficiencies and, 108–109
 in supply chain management, 128
- Telecommuting, 374–375
- Temporary employees, scheduling and, 541–542
- Termination, in project life cycle, 556, 557
- Testing, in product design, 57–58
- Theoretical minimum number of stations (TM)
 definition of, 353
 in product layout design, 353
- Theory of constraints (TOC)
 and critical chain approach, 574–575
 definition of, 539
- Third-party service providers, in supply chain, 126
- Threats, environmental scanning and, 30
- Throughput
 bottlenecks and, 537–538
 definition of, 537
- Throughput time
 bottlenecks and, 537
 calculation of, 68–70
 definition of, 68
- Tibrewala, Philippe, and Brown,
 scheduling technique, 542–543
- Tier suppliers, in supply chain, 95–96
- Tillman, Robert, Lowe's CEO (former), 21
- Time. *See also* Completion time estimates; Cycle time
 as competitive priority, 36–37, 240
 definition of, 36–37
 delays along supply chain, 129, 130
 safety, 574–575
- Time-based compensation systems,
 definition of, 389
- Time-based competition
 definition of, 16
 and JIT systems, 240
- Time between orders (TBO), in inventory management, 439

- Time-phased schedules, definition of, 497
- Time series models
 definition of, 254
 level or horizontal patterns, 257–265
 seasonality, 268–271
 trend forecasting, 265–268
 types of data patterns, 256–257
- Time studies
 definition of, 379
 performance factors, 382–384
 steps of, 379–382
- Tolerances. *See* Product specifications
- Total cost, in break-even analysis, 55–57
- Total productivity measurement, 42
- Total Quality Control* (Feigenbaum), 147
- Total quality management (TQM)
 across the organization, 165–166
 awards and standards, 161–163
 continuous improvement and, 149–151
 customer focus in, 149
 definition of, 15, 140, 224
 employee empowerment, 151–152
 evolution of, 144–148
 failure of, 164
 gurus of, 145–148
 JIT systems and, 222, 224, 233–236
 philosophy of, 15–16
 preventive maintenance, 235
 process management and, 160
 product design and, 155–160
 product vs process, 234
 quality function deployment in,
 155–158
 quality at the source, 234–235
 quality tools in, 152–155
 reliability and, 158–160
 supplier quality and, 160
 in total systems approach, 20
 work environment and, 235–236
- Tracking signal
 definition of, 277
 and forecast accuracy, 277–278
- Trade barriers, globalization and, 311
- Trade-offs
 definition of, 38
 and priorities, 37–38
 in product design, 157–158
- Trading agreements, and global marketplace, 18
- Traffic management
 definition of, 97
 in supply chain, 97
- Transaction fee model, definition of, 103
- Transfer batches, definition of, 538
- Transformation process, of
 inputs/outputs, 3–5
- Transportation
 consolidation, 124–125
 improving supply chain management,
 129–130
 infrastructure deficiencies and, 108
 offshore vs. onshore suppliers, 105
- Transportation crossdocking, definition
 of, 125
- Transportation inventory
 calculation of, 406–407
 definition of, 406
- Transportation method, in facility
 location, 323
- Trend-adjusted exponential smoothing,
 265–266
 definition of, 265
- Trend forecasting, 265–268
 characteristics of, 256–257
 linear trend lines, 266–268
 trend-adjusted exponential smoothing,
 265–266
- Trends. *See also* Trend forecasting
 definition of, 256
 environmental scanning and, 30–32
- Two-bin systems, definition of, 417
- U**
- Undercapacity scheduling, 235
- Undertime. *See also* Aggregate planning
 definition of, 462
- Uniform facility loading, 242
- Uniform plant loading
 definition of, 230
 in JIT manufacturing, 230–231
- Union of Japanese Scientists and
 Engineers (JUSE), Deming Prize
 and, 162
- Utilization
 calculation of, 69–70
 capacity utilization, 298–299
 definition of, 69
 in JIT systems, 231–233, 240
 SCOR model, 131–132
- V**
- Value added
 definition of, 5
 in JIT systems, 222
- Value chain management (VCM),
 definition of, 132
- Value for price paid
 definition of, 141
 quality and, 141
- Variable costs
 and break-even analysis, 55–57
 definition of, 55
- Variables
 control charts for, 177, 178–184
 definition of, 177
 in scatter diagrams, 153, 154–155
- Variation. *See also* Control charts
 causes of, 174
 effects on quality, 173
 and process capability, 190
- Vendor-managed inventory, definition of,
 419
- Vertical integration
 in decision-making, 74–75, 114–116
 definition of, 114
 examples of, 109
- Virtual office/workplace, 374–375
- Virtual private network (VPN)
 in B2B commerce, 102
 definition of, 102
- Visibility, in JIT philosophy, 221
- Vision
 implementation of, 241–242
 in partnering, 121–122
- Volume flexibility, 37
- W**
- Walton, Sam, Wal-Mart strategy, 46
- Warehousing
 and global supply chains, 105–106
 layout design, 345–348
 supply chain roles, 123–124
- Waste
 definition of, 218
 of safety time, 574–575
 types of, 220
- Waste reduction/elimination. *See also*
 Just-in-time (JIT) systems
 and JIT systems, 220
 partnering and, 120–121
- Watt, James, invention of steam engine, 12
- Weeks of supply
 calculation of, 410–411
 definition of, 410
- Weighted moving average forecasting,
 definition of, 262
- Whitney, Eli, interchangeable parts
 concept, 13

- Wireless communications technologies, and process design, 75–76
 - Withdrawal cards
 - definition of, 226
 - use of, 226–229
 - Work environment. *See also* Employee empowerment
 - in JIT systems, 235–236
 - and job satisfaction, 369–370
 - paced and unpaced lines, 355
 - and work system design, 377–378
 - Workflow monitoring, input/output control, 525–527
 - Workforce
 - and aggregate planning, 457–458, 465–466
 - in location analysis, 309, 310
 - in service delivery, 205, 539–542
 - Work-in-process (WIP)
 - definition of, 406
 - in inventory, 405–406
 - scheduling and, 530
 - Workload, calculation of, 508–510
 - Work measurements
 - definition of, 378
 - examples of, 8
 - in work system design, 378–379
 - Workplaces, considerations in, 373–375
 - Work sampling, definition of, 387
 - Work scheduling, in material requirements planning, 508–510
 - Workstations, in flow operations, 521–522
 - Work system design
 - across the organization, 394–395
 - compensation, 389–391
 - job design, 369–375
 - learning curves, 391–394
 - methods analysis and, 375–377
 - operations management (OM) and, 394
 - safety as priority, 377–378
 - standard times setting, 379–389
 - work environment and, 377–378
 - work measurements in, 378–379
 - World Trade Organization (WTO), and global marketplace, 18
- X**
- X-bar charts, 178–182, 183–184
 - definition of, 178
- Y**
- Yield management, definition of, 474
 - Young, R.F., customer involvement approach, 83–84
- Z**
- Zero defects, 147