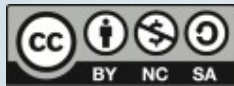


# Operations Management

## Unit 1: Using Operations to Compete

授課教師：國立臺灣大學工商管理學系 黃崇興 教授



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# Required Textbook

## Operations Management: Processes and Supply Chains, 10th ed

Lee J. Krajewski

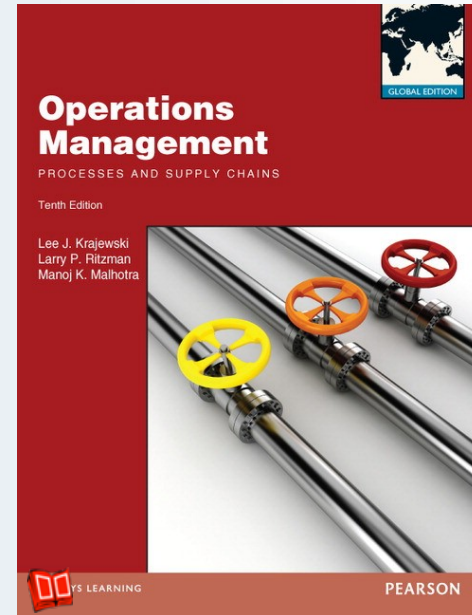
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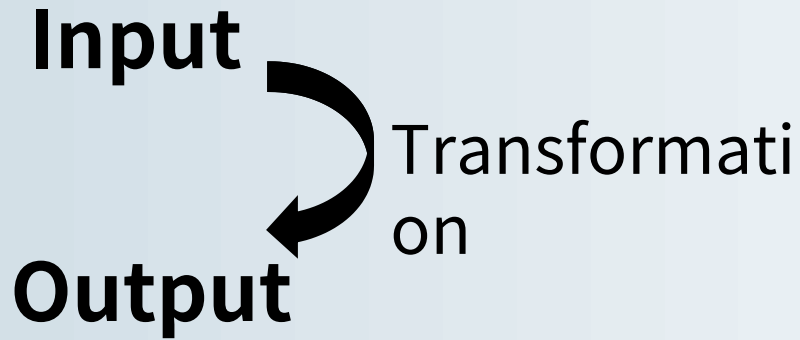
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# Operations Management



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# *Operations Strategy*

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- **Competitive Priorities**

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- **Competitive Capabilities**

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# *Productivity*

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$$\text{Productivity} = \frac{\text{Output}}{\text{Input}}$$

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