coursera Introduction to Marketing



My notes a for the "Introduction to Operations Management" course by the Wharton School, hosted by Coursera.

Sections are Weeks, subsections are videos (1.1: Week1 Video1); questions and italics are my thoughts. All product names, logos, and brands are property of their respective owners. - $Jugurtha\ Hadjar$

 ${}^a Document generated using a \ L^A TEX template found on \ http://j.mp/textemplate. \ My gratitude goes to OP and members.$

1 Week One

1.1 Four Dimensions of Operational Performance

- Quality: (Performance, Conformance)
 - * Product Quality (how good)
 - * Process Quality (as good as promised)
- Cost (Efficiency)
- Variety (the right stuff to the right person)
- Time (responsiveness to demand)

1.2 Trade-offs and the Efficient Frontier

- Step1: Help Make Operational Trade-offs
- Step2: Overcome Inefficiencies
- Step3: Evaluate Proposed Redesigns/New Tech