007A

**College of Administrative and Financial Sciences**

**Assignment 1**

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| **Course Name:** Intro. To Operations Management | **Course Code:** MGT 311 |
| **Student’s Name:** | **Semester:** II |
| **Student’s ID Number:** | **CRN:** |
| **Academic Year: 1440/1441 H** | |

**For Instructor’s Use only**

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| **Instructor’s Name:** | |
| **Students’ Grade:** | **Level of Marks: High/Middle/Low** |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Learning Outcome:**

* Demonstrate understanding of the concept of operations functions, supply chain strategy and issues required for a new production design
* Exhibit the factors to determine the production and service processes.
* Create the capacity to write coherent project about actual operation management case studies

**Assignment Question(s):**

**CASE STUDY**

**Nissan Company**

Nissan Motor Company, Ltd, shortened to Nissan, is a Japanese multinational automaker. Head quartered in Japan, founded 1932. It formerly marketed vehicles under the "Datsun" brand name and is one of the largest car manufacturers –revenue appx $90 billion USD (2007) and Employees 190,000 (2008). Nissan continues its quest to optimize product development and deliver highly innovative technology. Today, in various countries and regions around the world they enjoy a reputation for creating truly innovative vehicles and service programs. With facilities around the world, the Qashqai, Micra, Micra C+C and Note are produced by Nissan Motor Manufacturing (UK) Ltd in Sunderland, Tyne & Wear.

* Answer the following questions on the above case, you should review about this company through secondary available information and use APA style references;
* To learn about how to use APA style reference, please visit the link below:

<http://libraryguides.vu.edu.au/apa-referencing/getting-started-in-apa-referencing>

1. Describe the nature of operations management in the organization. In doing this, first describe the operation process of the production system. Second, identify operations decisions and responsibilities. Finally, write a short paper on some of the challenges facing operations management? (word count maximum:500)
2. Evaluate Nissan Motor Company in terms of its emphasis on the operations strategy objectives? What are the order winners and the order qualifiers? (word count maximum:300)
3. What is the proper role of the operations function in product design? (word count maximum:100)