**(10 points) BA 353: Operations Management Assignment 1**

Please look at the course webpage and read the course syllabus then answer the following questions.



1. A major theme of Operations Management is *making good decisions under uncertainty*. With this in mind, describe what’s happening in the picture of bicyclist to the right. Is there a third option? Is the rider on his own? Does the rider appear to be prepared or unprepared?

2. One cool way to see operations in action is to watch a canning line at a brewery or brewpub. This is straight up *manufacturing*, another major part of Operations Management. Find a video online of such an operation and watch it. (I googled “Ska Canning Line Video” and found several good ones.) Or better yet, if you happen to be at a local brewery, see if you can check theirs out (you can see the one at Ska through a window in the brewpub). What was the coolest part of the video you watched?

3. Read the article in the Durango Herald entitled “[Beer can shortage hits Durango Brewers](https://www.durangoherald.com/articles/beer-can-shortage-hits-durango-brewers/).” What are the *first three words* of the article; does that sound like Operations Management to you? Operations Management focuses on managing analytically, but human relationships are equally important; what does Dave Thibodeau say about Ska’s relationship with their supplier in the third and fourth paragraphs? Forecasting is a major topic in Ops; Ska has a lot data about sales, how does this help them with ordering? Before the pandemic, the *lead time* for an order of beer cans was about two weeks; how long was it taking during the worst of the pandemic?

4. Read the syllabus. Provide short answers to these questions:

1. What is the textbook for the course?
2. The things in **bold print** under the rules and protocols are particularly important. What are they?
3. What is **Operations Management**?
4. If you score 411 points (out of 500) for the course, what grade will you earn?
5. What software do you need access to for this class?
6. What is the School of Business Administration’s Mission Statement?

**Extra Credit:** Create (or find online) a **meme** that either involves Operations Management somehow (good luck!) or the idiosyncrasies of attending Fort Lewis College Or better yet, generate a funny OM or FLC picture using AI. If it makes me laugh out loud you will earn a bonus point and I may share it with the class. My weak sauce attempt is below.

