

Quick Response Management

Course ID	B+W0038w
Lecturer	Florian Schneider (Visiting lecturer)
Study Program	BW/ LH / WI
Level	Bachelor
Language	English
Credit Hours / ECTS	2 Credit Hours / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Postprocessing
Course Type	Lecture & Exercises
Exam	Oral Exam
Requirements	-
Max Participants	-
Contents	<p>Learn about the management-strategy of Harley-Davidson and John Deere and why this strategy is not only suitable for global players but also for thousands of SMEs world wide producing highly customized products.</p> <ul style="list-style-type: none"> • QRM as an alternative to traditional methods of corporate management for manufacturing companies operating in "high-mix / low-volume" environments • the switch from "mass-production" to "mass-customization" • "It's about Time" - Why time is a critical success factor • Introduction of the Manufacturing Critical-path Time (MCT) • MCT mapping vs. Value Stream Mapping • Department vs. QRM-cell: What's the difference? • POLCA: the alternative to KANBAN for MTO manufacturers • System Dynamics: Why spare capacity is important • QRM, LEAN SIX SIGMA: How do these strategies fit together?
Learning Objectives / Skills	<p>Students learn about the special requirements for companies producing „high-mix / low-volume" products and customer-specific solutions. The key is to understand why those companies use different methods and tools to organize compared to traditional „mass-production" companies. Learn practical methods & tools to achieve competitive advantage with short lead-times and high flexibility. More Info: http://qrm.engr.wisc.edu</p>
Literature	<p>provided in class / optional: „It's About Time – The Competitive Advantage of Quick Response Manufacturing" Prof. Rajan Suri, Taylor & Francis (2010) ISBN: 978-1439805954</p>