and information—into goods and services for customers. To make this all happen, the operations function is responsible for critical activities such as materials management, resource planning, purchasing, scheduling, and quality.

Common Career Paths

Production Management
- Production management involves the design, operations, and improvement of processes used to manufacture goods valued by end users. Key tasks involve planning and control of materials and resources to enable these processes and make them error-free, fast, and low cost.

Service Operations Management
- Service operations management is concerned with the design, operations, and improvement of processes used to produce and deliver services to end customers. Key tasks involve planning control of resources (including training of service personnel) to enable these processes and make them error-free, fast, and low cost.

Technology Management
- Technology management allows an organization to manage its technological fundamentals to create a competitive advantage. The role of technology management is to understand the value technologies can have for an organization and for its customers—and to decide when to invest in technology development and/or when to withdraw from using it.

Supply Chain Management
- Supply chain management focuses on the movement of products and information along the value chain. The organizations that make up the supply chain are “linked” together through physical flows and information flows. Key tasks are focused on integrating marketing, sourcing, production, logistics, and information systems—not only within the organization, but also with business partners and customers.

Consulting
- Operations consulting is the process of assisting various types of businesses to assess the current status of internal procedures and strategies, and enhance the overall operation of the company. While operations consulting is often thought to focus on manufacturing plants or production facilities, the scope of operations consulting is actually broader than that. Even businesses that are service-based rather than product-based can benefit from operations consulting.

Project Management
- Project management is the application of processes, methods, knowledge, skills, tools, and experience to achieve project goals. Projects are separate to business-as-usual activities, requiring people to come together temporally to focus on specific project objectives

Please visit our website (https://business.wisc.edu/undergraduate/majors/operations-technology-management/) for further details about potential career areas and responsibilities.