

ITSCM 306 Operations Management

Improving Forecasting, Inventory, & Order Fulfillment Processes at Burns Industrial Supply

Fall, 2019

Specific impacts

- Point 1 Students applied course concepts to a real-world setting.
- Point 2 Best practices from student, instructor, and partner experiences were presented at a national conference.
- Point 3 New partnership established between UWW and a local, family-run business.
- Point 4 This project aligns with goal 5 of UWW's strategic plan to deepen partnerships and relationships.



PROJECT PURPOSE AND RESULTS

This project aimed to establish relationships with a local business in Whitewater while also creating experiential learning opportunities for students and allowing them to gain insights on some of the unique challenges faced by small and medium-sized enterprises in the region. Students worked collectively in teams on project topics ranging from technology investments for improving productivity to implementing employee incentive programs for reducing order picking errors and enhancing overall employee satisfaction. Data analysis was conducted through reviewing secondary data, interviewing employees, and visiting other local companies to observe implemented technology and processes. Students were able to improve their teamwork and oral communication skills as they presented progress to the community partners in meetings throughout the semester and final results with others in the audience as well.

Using student reflection activities throughout the semester, it was possible to identify where further guidance and reassurance was needed from the instructor. It was the first live project for most students that involved community business partners, and their growth in confidence, competence, and communication skills over the semester was tremendous. The community partners were pleased with the recommendations made by students and exposure their employees gained, resulting in a boost in employee morale. They would like to continue as a partner in future semesters.

ITSCM 306 Operations Management is a 3-credit course offered every semester as it is a core requirement for business students.