**Resources**: Ch. 3, 6, & 7

**Writing Tense:**First Person (I or We)

**Writing Style:** Critical (Review, Explain, and Provide Opinion)

**Substantively** answer the following:

1. **Complete** the Design Matrix (See Template Under "Student Materials")

* Identify one "Service-Based Operation" and one "Product-Based Operation."
* Identify the relationships between the "Operational Structures" and the "Design Aspects" for each category in the Design Matrix.

2.  **Construct** an Executive Summary between 500 and 800 words answering the following questions.

*Note: The Executive Summary must align with the points identified within the "Design Matrix" to earn points for the assignment.*

Use the operational structures below as a guide to answer the following questions.

* Product vs. Service Design            (Ch. 3 & 7)
* Product vs. Service Development  (Ch. 3 & 7)
* Product vs. Service Organization   (Ch. 6)
* Product vs. Service Variability        (Ch. 3 & 7)
* Product vs. Service Quality            (Ch. 3 & 7

**Question 1:** What is your rationale for choosing the service and product-based operations?

**Question 2:** What is your perspective on the similarities or dissimilarities between the service and product-basedprocesses as they relate to the process design aspects identified in the Design Matrix?

**Question 3:** What is your perspective on the level of customer, and or, employee interaction between the service and product-based operational processes?

**Question 4:** What is your perspective on applying the service and product-based operational design aspects within your work environment?

**Assignment Quality Requirements**

* Includes an active attempt to present the information in a clear, and concise manner
* Includes one or more supporting citations for each discussion point. The primary supporting citation must be from the course text, and or, course support documents.
* Includes external support citations from a minimum of two peer-reviewed journal articles less than 5-years old. The supporting article references satisfy the writing requirements for conducting research beyond the course material.

*(Basic definitions and concepts not cited from the course text and support materials will result in points deducted from the overall assignment score.)*

* Formatted based on the standard APA citation rules
* Submitted through the Plagiarism Checker/Grammarly Tools and demonstrate a reasonable attempt to correct quality issues
* Reviewed and adjusted per writing requirements in the course Instructor Policies