

### The Beer Game: Operations management class



The beer game was one of the learning activities organized by Professor George as a learning tool in operations management course.

The objective of the game was to demonstrate a number of key principles of supply chain management. The aim is to meet customer demand for cases of beer through the distribution side of a multi-stage supply chain with minimal expenditure on back orders and inventory. Players can see each other's inventory but only one player sees actual customer demand. Verbal communication between players is against the rules so feelings of confusion and disappointment are common.

Me with my partner Saimon were in the first part of supply chain i.e. is factory and our decisions could ultimately lead to excess or less inventory. The last part of supply chain was managed by two other students and the orders were random.

Most of us were ambitious in production and we ended up with much more inventory than required. We failed to realize that demand got constant after a while and we should not produce more.

It was all in all fun time and professor George managed to pass on the points he wanted to explain very well with this game.