

Management 301 Exam 2 Videos

Chapter 4

- **Chilean Miners**
 - Keep searching for the miners until they are found; feeling that they were still alive; crisis management → use all energy and resources from the start and do not waste a second; never lose your faith and hope
- **Hockey Arena – Pegula**
 - Enhance the quality of life at Penn State; inspire a passion for hockey across the university and the state; top destination for training future hockey and figure skating talent; still on board to fund and build after scandal hit in 2012; example of problem seeker
- **Hudson Flight 1549**
 - Captain of flight lands in Hudson; lost both engines; decision-making with captain; taking information as a sensor and starts to think about options; example of intuitive decision making → no one has ever landed in the Hudson before
- **Super Soaker**
 - Tons of space & NASA involvement; took 7 years to get considered and production models made; very expensive compared to other competition; no advertising and just sat back to see how things went → they sold right away; demand couldn't be caught up with; made \$1 billion in sales
- **Cisco-DMAIC**
 - Couldn't get good stories & news reporters underutilized; saw how to improve readings & increase productivity; process is about everyone working together → at first no one was working as a team; led to better ratings and more viewers; see what customers/viewers want → breaking stories and more celebrity interviews

Chapter 5

- **Amusement parks**
 - Walt Disney World viewing attractions; planning your day to get to everything you want to see;
- **Priorities and The Big Rocks**
 - Put in big rocks in jar, then added gravel, then soil/sand, then water; the big rocks must be put in first, then the next biggest thing and so on or not everything will fit; big rocks represent our priorities and we must put our biggest priorities first
- **Shanghai Disney**
 - Groundbreaking ceremony as construction begins in China; official launch of Shanghai Disney Resort; so much planning goes into building a new park
- **Nordstrom**
 - Customer lost her diamond ring and the staff went out of their way to find it by going through their vacuum cleaners, etc.; done because of

employee's values, not because she was a customer; customer service is exceptional; about more than just the person making the sale; customer because of customer service

- The Office → Jim & Pam Romance
 - Joking around about gambling; Jim says he loves Pam; Pam reacts poorly because of their friendship;
- Gulfstream G650 Aerials
 - Shows off features and luxury; iPhone compatible to control the cabin
- THON Planning
 - Using every aspect of every room in the BJC; storage for dancers, floor assembly, tons of people doing tons of jobs to set up

Chapter 6

- Star Wars Episode VII
 - Bob Iger, CEO of Disney, bought Lucas Films and Star Wars franchise; Inputs - cash to make, marketing; Concurrent - start to shoot, how to measure what's going on, feed people, what to do when an actor loses their voice; Output - how many tickets do we sell? DVDs?, measurement through the process
- Walt Disney buys Lucas Film
 - \$4 Billion purchase; Lucas confident that he left SW in the right hands; perfect match of two companies structured similarly;

Chapter 7

- Dunkin International Commercial/Dunkin Donuts Lesson
 - Strong fundamentals, product is beloved by people who can get to it; franchised based model; very small geographic footprint that was expanded dramatically; enormous amount of growth still available; Baskin Robins was an international sister brand;
- Dunkin Donuts outlines Asia growth plans
 - Growth to India and China; 100s of store in the region this year, 100s more to follow; Asia has the GDP growth for the expansion; very flexible brand → core products blended with localized products for each country;
- Dunkin Donuts & Measurements
 - Have to measure everything; service, quality of products, consistency, standards that are followed in the US and internationally; great training, measurement, right people in the field, unannounced visits; must be humble and not egotistical, confident in your brand & work really hard;
- General Electric Commercial
 - Helping hospitals treat people better while minimizing time in the waiting room; making life more efficient and enhancing machinery;
- DISH/Blockbuster Commercial

- Blockbuster movie pass – unlimited movies, living room is movie theater; DISH used their purchase of Blockbuster as a repositioning strategy
- DISH Network buys Blockbuster Video
 - Building business for bargain price; competing against cable companies, Direct TV, Apple, Amazon, Netflix, everyone; all about video on-demand → subscribers will stick around if they can offer it; created cross-marketing opportunities;
- Porter and Airlines
 - Profitability & industries; airlines at bottom of profitability list; 5 forces allows you to understand why; nature of rivalry is intense due to price; low barriers to entry → constantly new airlines coming into play; customer is very fickle and price sensitive; suppliers can bargain away most of profits (GE, Rolls Royce, AirBus, Boeing); substitute of driving, taking the train, shipping supplies by another mode of transportation
- Rubber Ducky Industry
 - Grandson is rejected by the rubber ducky industry; Porter's 5 Forces are on their team; must master 5 forces to get into the market (shows examples of the 5 forces)