

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		MBA		Branch/Spec.		Innovation, Entrepreneurship & Venture Development			
Semester		II				Version		1.0.0.0	
Effective from Academic Year				2021		Effective for the batch Admitted in			June 2021
Subject code		IIA04MBO		Subject Name		MANAGING BUSINESS OPERATIONS			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4				4	Theory	60	40	100
Hours	4				4	Practical			
Pre-requisites:									
<p>Objective: This course aims to provide understanding to the concepts, principles, problems, and practices of management of Business operations. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, Production Planning & Control, Quality management ,maintenance, Logistics & SCM.</p> <p>Course Outcome: After learning this Course, students will be able to;</p> <p>CO-1: Learn operations management systems</p> <p>CO-2: Analyse issues pertaining to management of productivity, manufacturing technology, and facilities, operations planning and control and management of materials and quality.</p> <p>CO-3: Understand strategies needed to design supply chain for different types of product categories.</p> <p>CO-4: Explore the role of operations in building the competitive strength of the firm and in fulfilling the firm's goal of creating value and delivering customer satisfaction.</p> <p>CO-5: Understands the importance of operations in a firm's quest to create competitive advantage in the Global marketplace.</p>									
Theory syllabus									
Unit	Content								Hrs
1	Transformation process model: Inputs, process and outputs; Classification of operations; Responsibilities of Operations Manager; New Product Development, Selection and Design of Product / Services, Competitiveness & strategy. Process types in manufacturing: project, jobbing, batch, line, mass, continuous; Process types in services: professional services, services shops, mass services; Plant location; facility layout for products and services								10
2	Production Planning & Control: Production planning techniques for various process choices, techniques of production control. Forecasting & Strategic Capacity Planning, Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management, CPM and PERT								10
3	Quality management: Introduction; Meaning; Quality characteristics of goods and services; Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause and effect diagram, Pareto chart, process diagram, statistical process control chart; Quality assurance; Total quality management (TQM) model; Service quality, concept of Six Sigma and its application, JIT & Lean Operations								10
4	Maintenance: maintenance policies for facilities and equipment; Time of failure; Preventive versus breakdown maintenance; Procedure for maintenance, total productive maintenance (TPM).								5
5	Introduction of Logistics & SCM with strategic framework: Understanding Logistics and Supply chain: process view of supply chain, 3 PLs, 4PLs, Supply chain Strategy and performance: Competitive and supply chain strategy, Functional supply chain, Responsive supply chain, Product								10

	type and supply chains, customer service and cost trade off, Pull-Push boundary of supply chain, Supply chain Drivers: Six drivers of supply chain, Facilities, Inventory, Transportation, Price, Sourcing, Information.	
Practical content		
1.	A Question & Answer Round must be done where entrepreneurs discuss about their operational challenges with Mentors. Submission of Operation plan after guidance needs to be prepared.	15
Text Books		
1. Kanishka Bedi- Production & Operations Management.- (Oxford University Press) 2. Supply Chain Management- strategy, planning and operations-Sunil Chopra and P. Meindl, and D V Kalra, Pearson, 2016		
Reference Books		
1. Adam Jr Everetl E. R J Production and Operations Management (Prentice-Hall), 2000 5th ed. 2. Chary- Production and Operations Management (Tata McGraw-Hill, 9th ed.) 3. Hill T- Operations Management (Palgrave, 2000) 4. Johnston R et al Cases in Operations Management (Pitman, 1993) 5. McGregor D Operations Management (McGraw-Hill, 1960) 6. Morton- Production and Operations Management (Vikas) 7. Business Logistic Management – R.H. Ballou 8. Logistic Management & World Seaborne Trade – K. Muthaiah, Himalaya Publishing House Ltd., Latest edition 9. Logistics in International Business-- Rajiv Aserkar, Shroff Publication And Distribution Ltd., Latest edition 10. Supply Chain Management – Janat Shah, Pearson education , 2016 11. Supply Chain Performance Management—S. Jaikrishna,, Icfai Unit Press, Latest edition 12. Logistics &Supply Chain Management-- Raghoramay,, MacMillan India Ltd, Latest edition 13. Logistics Management—Donal J. Bowersok , Tata McGraw Hill Publication, Latest edition		

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination