MBA 203 IDENTIFICATION, ADDITION AND DELIVERY OF VALUE

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objective:

- *To understand the role of Operations in overall Business Strategy of the firm.*
- *To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.*
- *To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.*
- *To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.*

Total: 40 Hrs

UNIT –I (7 sessions) Production Concepts: Introduction, meaning, nature and scope of production and operations management. Difference between production and operations management. Productivity, factors affecting productivity and productivity measurement. Work study— Method study and work measurement. Production Technology – Types of manufacturing processes. Plant location and types of plant layout.

UNIT –II (8 sessions) Operations Concepts: Services scenario in India, difference between product and service, characteristics of services, classification of services, product and service design, factors affecting service design, service designing process, service blueprinting, service capacity planning. Dimensions of quality in services, understanding service quality gap, measuring service quality using SERVQUAL model. Case Studies

UNIT-III (10 sessions) Material and Inventory Management: Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning. Types of inventories, inventory control techniques- EOQ, ABC, VED, FSN, HML and SDE (Simple numerical problems on Inventory control techniques). Just-in-time (JIT) and KANBAN. Case Studies

UNIT-IV (8 sessions) Supply Chain Management: Overview of supply chain management, conceptual model of SCM, supply chain drivers, measuring supply chain performance, core and reverse supply chain, global supply chain, inbound and outbound logistics, Bullwhip effect in SCM, push and pull systems, lean manufacturing, agile manufacturing, role of IT in SCM. Demand forecasting in supply chain—Simple moving average method, weighted moving average method, linear regression and exponential smoothing method. Case Studies

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UNIT-V (7 sessions) Productivity and Quality: TQM, Deming's 14 principles, Juran's quality triology, PDCA cycle, KAIZEN, quality circles, 7QC tools and its 7 new management tools, ISO 9000-2000 clauses, six sigma, Total Productive Maintenance (TPM), 5S. Case Studies

SUGGESTED READING:

1. Mahadevan: Operation management: Theory and Practice, Pearson India
2. Chary-ProductionandOperationsManagement(TataMcGraw-Hill,1997,9thEdition)
3. Bisen & Singh-Operation & Logistics Management (Excel Books)
4. R.V. Badi & N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)
5. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)
6. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.)
7. Adam Jr Everett E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

Course Outcomes: *Upon the successful completion of this course, the student will be able to:*

	COURSE OUTCOMES DESCRIPTION
CO1	*Able to understand the conceptual skills*
CO2	*Able to understanding and application of tools and techniques of operations management in business practices in real time.*
CO3	*Able to develop understanding and application of factors in the design of effective operating systems.*
CO4	*Able to prepare concept of TQM perspectives.*
CO5	*Ability to demonstrate not only theoretical/conceptual but also the knowledge in working with statistical packages.*
CO6	*Ability to implement skill of material Management and Supply Chain Management.*

Employable Skills	**Measuring Tools**
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

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