Lok Jagruti Kendra University
University with a Difference

Masters of Business Administration (MBA) – Semester – 2

Course Teaching Plan

Course Title: Operations Management

Course Code: 340030203

Course Credit: 4.0

1. Course Introduction:

The goal of operations management is to maximize efficiency while producing goods and services that effectively fulfil customer needs. The challenges in Operations management can affect operational performance, cause problems with the execution of strategy, and stand in the way of a business' growth. To effectively manage, control and supervise goods, services and people operations management is one of the strategic functions of organisation. This course in an MBA program gives the opportunity to learn the skills and tools for effective operations strategy and practices.

2. Course Objective:

- The objective is to improve students understanding of the concepts, principles, problems, and practices of operations management.
- The course, students should enable students to understand the importance of an effective production and operations strategy in an organization and its linkage to other functional domains.
- It would help them comprehend issues relating to operations and equip them with the application of appropriate tools and techniques for addressing the same.

3. Course Learning Outcome:

CLO1 Understand the role of operations in manufacturing and service organizations and the importance of operations strategy in overall business.
CLO2 Demonstrate an understanding of the processes involved in designing a product and a service.
CLO3 Develop an understanding of types of facility layouts and appropriate production strategies adopted to meet different level of demand and the appropriate volume of raw material requirement

CLO4 Ability to apply concepts of process analysis, various inventory management models and work centre scheduling
CLO5 Develop an understanding of Six Sigma Quality, the tools of statistical process control for analyzing a process and the lean manufacturing systems.

CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	1	2	1	1
CLO2	3	2	2	2	3
CLO3	1	2	3	1	-
CLO4	2	2	2	1	1
CLO5	2	1	3	1	-

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

4. Session Plan(40 Hours):

Session No	Syllabus Content
	UNIT I Importance of Operations
1-4	**Introduction:** ● Operations Management ● Importance of Operations Management ● Major Concepts and emerging trends in OM ● Goods-Service Continuum ● Efficiency, effectiveness, value ● Operations and Supply chain strategy ● Productivity measurement
5-7	**Exercise**: Presentation by student groups Students will select any product or service, and explain the Transformation Process flow chart
	UNIT II- Designing Operating System
8-11	**Design of Products and Services** ● Product Development process ● Product Design Criteria ● Designing Service Products ● Measuring Product development Performance
12-14	**Manufacturing Processes** ● Types of Manufacturing process ● Manufacturing process Flow Design
15-17	**Service processes** ● Nature of Services ● Service, System Design Matrix ● Service Blueprinting
18-20	**Exercise**: Presentation by student groups An exercise in translating customer requirements into Process design Requirements.
	UNIT III- Operations Planning
21-23	**Facility Layout and Location Planning** ● Types of Layout

	● Assembly Line-Design ● Retail Service Layout
24-26	**Materials Requirements Planning (MRP)** ● Concept ● Master Production schedule ● MRP Structure
UNIT IV – Managing the Operating System	
27-31	**Inventory management** ● Purpose of Inventory ● Types of Inventory Costs ● Inventory Control Systems ● ABC classification System
UNIT V- Quality Management & Control	
32-33	**Six Sigma Quality** ● Total Quality management ● Quality Specifications and Quality Cost ● Six Sigma Methodology and Tool**s** **JIT & Lean Production** (Overview)
34-36	**Statistical Quality Control** ● Measuring Process Variation ● Measuring Process Capability ● Statistical Process Control Procedures
37-40	**Project Presentation** Student groups will present their report of the project in class

5. Assessment Scheme :

Specific assessment method	**% Weightage**	**Theory**	**Practical**
Exam	50%	√	√
Class Participation	10%	√	
Case Analysis	10%	√	√
Activity/Assignment	10%	√	√
Project	20%		√

6. Textbooks & Reference Material

Educational Resources	Description
1. Text Book	**Operations & Supply Management** **Chase, Shankar, Jacobs, Aquilano**
2. Reference Book	**1. Production and Operations Management by Kanishka Bedi,** **2. Operations Management by Russell & Taylor**
3. Journals/ Magazine/periodicals	**Journal of Operations Management** **Journal of Production Research and Management**
4. Video lecture (NPTEl, MOOC, you tube lecture)	**Nptel Courses, also available on you tube:** **1] Operations Management : Basics, Functions, Objectives** ● https://www.youtube.com/watch?reload=9&v=_VJkKZFuRvE ● https://www.youtube.com/watch?v=6fssYwsXVfI 2] Types of Production Systems ● https://www.youtube.com/watch?v=BoUDrZPrt8c **Suggested MOOC courses** ● Six Sigma (Udemy) ● Root Cause Analysis (Udemy)
5. List of classic Research papers related to course	● The relationship between total quality management practices and their effects on firm performance, Kaynak(2003), Journal of Operations Management, Elsevier ● A Study on Relationship between Inventory Management and Company Performance: A Case Study of Textile Chain Store, Journal of Advanced Management Science Vol. 4, No. 4, July 2016