

# GUJARAT TECHNOLOGICAL UNIVERSITY

## INTEGRATED MASTER OF BUSINESS ADMINISTRATION

**Year – 2 (Semester –4) (W.E.F. Academic Year 2018-19)**

**Subject Name: Basics of Production and Operation Management (BPOM)**

**Subject Code: 2547106**

### 1. Learning Outcomes:

- Understand the role of the operations management (OM) function in the functioning of an Organization
- Enable the students to manage the productive resources for the growth and competitiveness of any organization.

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>Evolution of Operations Management:</b> -Difference between products and services -Nature & scope of POM -Production as a system -Recent trends in Operations management - Building Operations strategy on competitive priorities -Types of production process -Factors affecting facility location	10	18
II	<b>Types of layout for manufacturing and services:</b> -Aggregate planning - Objectives, Strategies -Material Handling –Principles & Equipment. -Operations Scheduling (Gantt Chart)	10	18
III	<b>Inventory Management:</b> -Concept of Inventory management -Inventory management for dependent and independent demand -Methods of inventory management -ABC analysis of inventory, Calculation of inventory -Introduction to JIT manufacturing system	10	17

<b>IV</b>	-PERT & -CPM (Theory & Numerical) -Introduction to Quality management- TQM, Six-sigma, ISO 9000 and other ISO series	10	17
<b>V</b>	<b>Practical:</b> Visit any industrial unit and understand the processes performed in the unit. Prepare a report on how the above concepts used in industrial unit. Visit any retail store and understand how the Inventory Management is done	---	30 marks CEC

#### 4. Teaching Methods:

- Discussion on concepts and issues in Operations management.
- Case discussion covering a cross functional work of production with other functional areas in both manufacturing and service industry.
- Projects/ Assignments/ Quizzes/ Class participation etc

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment-50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	K. Aswathappa K. Shridhara Bhat	Production & Operations Management	Himalaya Publishing House	Latest Edition
2	Chase R. B., Jacobs, F. R., Aquilano, N. J. and Agarwal N.K.,	Operations Management for Competitive Advantage	Tata McGraw Hill	Latest Edition
3	Norman Gaither Greg Frazier	Operations Management	Thomson South-Western	Latest Edition
4	Kachru Upendra	Production and Operations Management	Excel Books.	Latest Edition
5	S. A. Chunawala, Dr. Patel	Production and Operations Management	Himalaya Publications	Latest Edition
6	Kanishka Bedi	Production & Operations Management	Oxford University Press	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

**7. List of Journals/Periodicals/Magazines/Newspapers, etc.**

1. Productivity journal
2. Indian Management
3. Business India
4. Supply chain