



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 2nd Semester

Subject Name: Functions of Management - 2

Subject Code: 1529507

With effective
from academic
year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	• <i>Analyze</i> how various information technology systems work together to accomplish the information needs and objectives of an organization. • <i>Analyze</i> contemporary production and operation management practices for a given industry.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions(CBPI)	• <i>Analyze</i> the role played by types of information technology systems at various levels and functional areas of the organization • <i>Analyze</i> and select the most appropriate methods and tools for the solution of problems related to production planning, shop floor scheduling and inventory control.
Global Exposure and Cross-Cultural Understanding(GECCU)	• <i>Understand</i> how Information systems and technology are used by various organizations across the world to gain competitive environment. • <i>Analyze</i> the current global production and operations management practices and deduce the applicability of these practices to local manufacturing units.
Social Responsiveness and Ethics (SRE)	• <i>Illustrate</i> the impact of information technology in society in context of ethical, social and security concerns. • <i>Critically evaluate</i> the relationship between production systems and human safety.
Effective Communication (EC)	• <i>Explain</i> relationships between concepts of information systems, organization, management and strategy. • <i>Explain</i> the various parts of the operations and production management processes and their interaction with a given business function.
Leadership and Teamwork (LT)	• <i>Evaluate</i> the internet applications and role of information systems in supporting various levels of business strategy. • <i>Collaborate</i> with team members to construct network models and techniques for a given project management problem.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code:	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
LO1: <i>Analyze</i> how various information technology systems work together to accomplish the information needs and objectives of an organization.	3	3	2	1	1	1	-	1	2



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LO2: <i>Analyze</i> contemporary production and operation management practices for a given industry.	3	2	3	1	2	-	-	-	1
LO3: <i>Analyze</i> the role played by types of information technology systems at various levels and functional areas of the organization.	2	2	1	1	-	-	-	2	2
LO4: <i>Analyze</i> and select the most appropriate methods and tools for the solution of problems related to production planning, shop floor scheduling and inventory control.	3	1	3	-	-	-	-	-	2
LO5: <i>Understand</i> how Information systems and technology are used by various organizations across the world to gain competitive environment.	2	2	1	1	3	-	-	1	1
LO6: <i>Analyze</i> the current global production and operations management practices and deduce the applicability of these practices to local manufacturing units.	3	2	3	2	3	1	-	2	2
LO7: <i>Illustrate</i> the impact of information technology in society in context of ethical, social and security concerns.	1	-	-	2	-	-	3	1	1
LO8: Critically <i>evaluate</i> the relationship between production systems and human safety.	2	1	2	2	2	-	3	-	1
LO9: <i>Explain</i> relationships between concepts of information systems, organization, management and strategy.	2	2	2	3	-	-	2	-	1
LO10: <i>Explain</i> the various parts of the operations and production management processes and their interaction with a given business function.	1	2	1	3	2	1	1	2	2
LO11: <i>Evaluate</i> the internet applications and role of information systems in supporting various levels of business strategy.	2	1	3	3	-	-	3	1	1
LO12: Collaborate with team members to construct network models and techniques for a given project management problem.	2	2	2	2	1	3	2	1	2



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

2. **Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Role of Information Technology in Organization: • Changing Environment and its impact on Business - The IT/IS and its influence. • Data, information and its attributes. And Information Systems-functions and dimensions. • Categorization of Organizational Information Systems – hierarchical and enterprise systems. • Managerial challenges related to use of information technology and systems in organization • Strategic business use of IS • Growth of IT Sector in India; Trends in IT sector Information Security: • First line of defense – People /employees, Computer crime – hacking & cracking, cyber theft, unauthorized use at work, software piracy, theft of intellectual property, viruses & worms, adware and spyware • Second line of defense – Technology for authorization, prevention, detection and response - (Digital Signatures, cryptography, Firewalls, Intrusion Detection Systems) • Information security Audit Contemporary/ emerging technologies: • Cloud and mobile computing • E-commerce, M-commerce • Internet of Things (IoT)	10	17
II	Types of Information Systems: Hierarchical Systems -Meaning, functions and applications of: - Transaction Processing Systems - Management Information Systems - Decision Support Systems - Executive Support / Information Systems - o Digital Dashboards - o Data Visualization – Overview,& Importance - o Artificial Intelligence and Machine Learning - Expert Systems Enterprise System: Enterprise Resources Planning (ERP) - Features, selection criteria, merits, issues and challenges in implementation, Various Functional Modules	10	18



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	Application of ERP with respect to Supply Chain Management, Customer Relationship Management, Financial Management, Human Resource Management, Business Intelligence.		
III	Introduction to Production & Operations Management: • System and function view of organizations, scope, Evolution and future of production and operation management. • Process design-different types of process with its. merits and demerits, process classification based on order, process selection, different type of manufacturing process, process performance and evaluation etc. • Product design; types of products and designing, evaluation of design	10	17
IV	Facility location; (theoretical concept only) Plant Layout: • Different types of layout. Aggregate Production Planning (APP): • Objective, strategies and cost of APP, master production schedule, Rough cut capacity planning etc.(theoretical concept only) Material Requirement Planning (MRP) (theoretical concept only) Operations scheduling: • Definition, Objectives, Types • Project management; Project scheduling by using network PERT/CPM, (theory and numerical) Overview of Total Quality Management (TQM) and Total Productive Maintenance (TPM).	10	18
V	Practical: Students should visit manufacturing / service organizations and identify the production planning and control systems, procedures and techniques. • For service organizations, they can learn about how services are produced and how existing capacity is matched with demand. • Identify operations scheduling in any system and suggest more efficient ways of doing work. • Understand the significance of existing plant or service layouts. • Identify materials and inventory management practices and systems used in organized and unorganized sectors. They should also study the information systems adapted in various business processes.	(---)	30 Marks



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3. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

4. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment- 30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

5. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Kenneth Laudon, Jane Laudon	Information Systems: Managing the Digital Firm Management	Pearson	Latest
2	Stephen Haag, Amy Philips	Business Driven Technology	McGraw Hill	Latest
3	James A O'Brien, George M Marakas, Ramesh Behl	Management Information Systems	TMH	Latest
4	Chase R. B., Jacobs, F. R., Aquilano, N. J. and Agarwal N. K.,	Chase R. B., Jacobs, F. R., Aquilano, N. J. and Agarwal N. K.,	TMH	Latest
5	Kanishka Bedi	Production and Operation Management	Oxford	Latest
6	Roberta S. Russell, Bernard W. Taylor	Operations and Supply Chain Management	Wiley	Latest

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.

6. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. MIS Quarterly, University of Minnesota
2. CIO
3. Computer Express
4. Digichip
5. PC World
6. Computer Shopper
7. Dataquest
8. International Journal of Production Economics
9. Journal of Production Research and Management
10. Journal of Operations Management