



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Programme: Master of Business Administration**  
**Semester: 2**  
**Branch: International Business**  
**Subject Name: Global Operations Management**  
**Subject Code: 2529303**

**Rationale:**

The purpose of operations management is to convert raw materials and human labour into finished goods and services. That's why it's the fundamental purpose for the existence of any organization. Of course, knowing how to run operations well is crucial to the success of any firm, and developing these abilities can help to become a more effective manager. Studying operations in a business administration programme teaches students how to put new ideas into practise. Competitive strategy can be related to operations because they provide the finest capabilities in the industry. Students will learn and get proficient in such areas as demand forecasting, operations design, inventory and materials management, international operations management, and global operations management trends. It is crucial to gain an in-depth understanding of how excellent and bad operations management practises affect the overall performance of an organisation.

**Course Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

**Course Outcomes:**

Sr. No.	Course Outcomes
CO1	To remember fundamentals of operation management.
CO2	To understand and appreciate the fundamentals of operations and gain knowledge of various demand forecasting strategies for the smooth functioning of any organization.
CO3	To apply and formulate strategies to effectively design the product and the tasks involved in facility location, layout, and directing a successful capacity plan.
CO4	To analyze the effectiveness of material and inventory management and measure the techniques of project management.

**Course Content:**

Unit No.	Content	No. of Hours	Weightage (%)
1	<p><b>Overview of Operational Management (OM):</b></p> <ul style="list-style-type: none"> <li>• Meaning, Role, Trends &amp; challenges in OM and Reasons to study OM</li> <li>• OM in Service sector &amp; productivity challenge</li> <li>• Overview of Operations strategy in Global Environment-issues, options and decisions to be taken</li> <li>• Recent trends in operation management</li> <li>• Different between production and operations</li> </ul> <p><b>Demand Forecasting</b></p> <ul style="list-style-type: none"> <li>• Meaning, Need for demand forecasting, forecasting time horizons, types of forecasts, features common to all</li> </ul>	08	20



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	forecasts, objectives of demand forecasting, steps in the forecasting process		
2	<b>Designing Operations:</b> <b>Product Design</b> <ul style="list-style-type: none"> <li>Meaning of Product design, importance, reasons, factors, characteristics, approaches, legal, ethical and environmental issues in production design</li> </ul> <b>Capacity Planning</b> <ul style="list-style-type: none"> <li>Capacity Planning, Long range capacity planning, types of capacity, forecasting, long term future capacity demand, Developing capacity alternatives</li> </ul> <b>Facility Location (theory &amp; numerical)</b> <ul style="list-style-type: none"> <li>Introduction, location theories, freedom of location, errors in location, steps in location selection, relative importance of location factors, location models</li> </ul>	12	30
3	<b>Facility Layout (theoretical concept only)</b> <ul style="list-style-type: none"> <li>Introduction, meaning, definition, scope, objectives, factors influencing facility layout, principles of layout, types of layout</li> </ul> <b>Managing Operations</b> <b>Material Management</b> <ul style="list-style-type: none"> <li>Introduction, meaning, objectives, important, MMIS, material management organisation</li> </ul> <b>Project Management (theory &amp; numerical)</b> <ul style="list-style-type: none"> <li>Introduction, Planning, Scheduling, Monitoring &amp; Controlling, Techniques- PERT &amp; CPM</li> </ul>	12	30
4	<b>Quality Management</b> <ul style="list-style-type: none"> <li>International quality standards, ISO, Total quality management (TQM), Internationalization of R&amp; D, Just in time production system (theoretical concept only), Lean Production Systems</li> </ul> <b>Global Trends in Operation Management</b> <ul style="list-style-type: none"> <li>Nature of International OM, strategic issues, outsourcing, supply chain management, managing service operations, Mass Customization</li> <li>Contemporary issues</li> </ul>	08	20
<b>Total Hours/Marks:</b>			<b>40/70</b>

**Suggested Specification Table For Question Paper Design:**

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks						
			RM	UN	AP	AN	EL	CR	Total Marks
			(Assessment as per Revised Bloom's Taxonomy Level*)						
I	Module - 1	8	7	7	0	0	0	0	14



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<b>II</b>	Module - 2	12	4	4	13	0	0	0	21
<b>III</b>	Module - 3	12	0	2	7	12	0	0	21
<b>Iv</b>	Module - 4	8	0	7	7	0	0	0	14
	<b>Total</b>	<b>40</b>	<b>11</b>	<b>20</b>	<b>27</b>	<b>12</b>			<b>70</b>

**\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

**Suggested Student Activities for Progressive Assessment (PA): (50 Marks)**

**Evaluation:** Students shall be evaluated on the following components:

<b>Internal Evaluation</b>	<b>(Internal Assessment-50 Marks)</b>
<ul style="list-style-type: none"> <li>• Students should visit manufacturing / service organizations and               <ul style="list-style-type: none"> <li>○ 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.</li> <li>○ Identify operations scheduling in any system and suggest more efficient ways of doing work.</li> <li>○ Understand the significance of existing plant or service layouts.</li> <li>○ Identify materials and inventory management practices in organized and unorganized sectors.</li> </ul> </li> <li>• Simulate a production capability / facility with the optimum use and application of concepts.</li> </ul>	30 marks
<ul style="list-style-type: none"> <li>• Class Presence &amp; Participation</li> </ul>	10 marks
<ul style="list-style-type: none"> <li>• Quiz &amp; Assignments</li> </ul>	10 marks

**Suggested Learning Resources:**

<b>No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Year of Publication / Edition</b>
1	Jay Heizer, Barry Render	Operations Management	Pearson	Latest
2	William J. Stevenson	Operations Management	McGraw Hill	Latest
3	R Panneerselvam	Production and Operations Management	PHI	Latest
4	K.Aswathappa K. Shridhara Bhat	Production and Operations Management	Himalaya Publishing House	Latest
5	Jay Heizer, Barry Render, Chuch Munson Amit Sachan	Operations Management	Pearson	Latest



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6	B. Mahadevan	Operations Management	Person	Latest
7	Prof. K.C. Jain, Dr. P.L.Verma, Mr. Prabhat Kartikey	Production and Operations Management	Dreamtech press	Latest
8	David A. Collier, James, R. Evans and KunalGanguly	Operation Management	Cengage	Latest
9	S. A. Chunawala, Dr. R. Patel	Production and Operations Management	Himalaya	Latest
10	Martin K. Starr	Production and Operation	Cengage	Latest

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

1. International Journal of Production Economics
2. Journal of Production Research and Management
3. Journal of Operation Management