

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: Information System Management

Subject Name: Business Process Reengineering (BPR)

Subject Code: 2830403

1. Objectives:

This course is design to impart knowledge of business process reengineering. Business process reengineering (BPR) began as a **private sector technique a key stimulus for re-engineering** has been the continuing development and deployment of sophisticated information systems and networks. Leading organizations are becoming bolder in using this technology to support **innovative business processes**, rather than refining current ways of doing work. This will help the students to know how business **processes can be radically improved, dramatically reducing process cycle time and cost, improving the quality of the process products or outcomes**. The students will be able to know that how to help **organizations fundamentally rethink how they do their work in order to dramatically improve customer service, cut operational costs, and become world-class competitors**.

2. Course Duration:

The total hours for teaching this course will be 45 hours which will be divided into 36 sessions of 75 minutes each.

3. Course Content:

The course will contain following modules

Module	Module and Sub-Modules	Sessions	Marks
I	Definition: Nature, Significance & Fundamentals of BPR, Overview of BPR. Need and Benefits of business process re-engineering (BPR) BPR and Information Technology: Relationship between BPR and Information Technology, Role of Role of information technology (IT) Major issues in process redesign:	7	17
II	Business vision and process objectives , Processes to be redesigned, Measuring existing processes, Role of information technology (IT) and identifying IT levers.	7	17
III	BPR Implementation Methodology , Reasons for	7	18

	implementation of BPR, Different steps to be taken for BPR implementation, Different BPR Methodologies, Different Phases of BPR, Relationship between BPR phases, BPR Model, Performance Measurement of BPR		
IV	Typical BPR activities within phases: Change management, Performance management. Lean Manufacturing and Environment, Enterprise Resource Planning: Need Characteristics and Benefits of ERP. Functional Information System: Marketing, Production, Material Management, Accounting and Finance, HRM	7	18
V	Case studies on BPR. Discussion on how actually BPR works in the organization. Visit/ study any organization which implemented BPR.	8	Internal Evaluation (20 Marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- A. Case discussion covering a cross section of decision situations.
- B. Learning by doing: individual assignments and group projects
- C. Projects/ Individual readings/Assignments/ Quizzes/ Class-room discussion
- Class-participation and presentations etc
- D. Surfing the Internet

5. Evaluation:

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

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	R. Radhakrishnan S.Balasubramanian	Business Process Reengineering	PHI	Latest Edition
T2	Vikram Sethi William R. King	Organisational Transformation through Business Process Reengineering	Pearson	Latest Edition
T3	B.R.Dey	Business Process Reengineering and Change Management	Wiley	Latest Edition

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Dr. Charles W.Zamzow	Business Process Reengineering	Galgotia	Latest Edition
R2	K. Shridhara Bhatt	Business Process Reengineering	Himalaya Publishing House	Latest Edition
R3	Henry J Johansson, H J Johansson, Mo	Business Process Reengineering	John Wiley & Sons	Latest Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

The students should refer the latest websites on Gandhian Thoughts in order to get relevant topic/information pertaining to the subject. Journals are also available in almost all languages of India and major foreign languages:

1	www.gandhiserve.org for Latest articles
2	www.gandhi-manibhavan.org for List of Gandhian Websites
3	www.mkgandhi-sarvodaya.org
4	http://www.subhaschandraboze.org/fb/FB%20Vol%201%20No%2007.pdf
5	http://www.gandhiserve.org/information/brief_philosophy/brief_philosophy.html
6	http://www.mkgandhi.in/related.htm List of Gandhian Websites
7	www.kamaltaori.com On Gandhian Philosophy for Sustainable Development. Author of many books on the subject.
8	Many other resources.

9.Session Plan:

Session	Topics to be covered
1 - 4	Definition: Nature, Significance & Fundamentals of BPR, Overview of BPR. Need and Benefits of business process re-engineering (BPR)
5 - 7	BPR and Information Technology: Major issues in process redesign: Business vision and process objectives, Processes to be redesigned, Measuring existing processes

8 - 14	Role of information technology (IT) and identifying IT levers. Relationship between BPR and Information Technology, Case study related to the topics.
15 - 17	BPR Implementation Methodology, Reasons for implementation of BPR, Different steps to be taken for BPR implementation
18 - 21	Different BPR Methodologies, Different Phases of BPR, Relationship between BPR phases, BPR Model, Performance Measurement of BPR
22 - 24	Typical BPR activities within phases: Change management, Performance management. Lean Manufacturing and Environment
25	Enterprise Resource Planning: Need Characteristics and Benefits of ERP.
26-28	Functional Information System: Marketing, Production, Material Management, Accounting and Finance, HRM
29 -36	Case studies to designing and implementation of database for business case, such as finance system, inventory control system, order system, purchase system etc