

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

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

Specialization: Information Technology Management

Subject Name: Business Process Reengineering (BPR)

Subject Code: 3539253

1. Learning Outcome:

- Understand how business processes can be radically improved, dramatically
- reducing process cycle time and cost, improving the quality of the process products or outcomes. the principles and tools of systems analysis and design
- learn how to help organizations fundamentally rethink the way they do their work in order to dramatically improve customer service, cut operational costs, and become world-class competitors.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
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	9	18
II	Business vision and process objectives, Processes to be redesigned, measuring existing processes, Role of information technology (IT) and identifying IT levers.	9	18
III	BPR Implementation Methodology: Reasons for 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	9	17
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:	9	17

	Marketing, Production, Material Management, Accounting and Finance, HRM		
V	Practical: Case studies on BPR. Discussion on how actually BPR works in the organization. Visit/ study any organization which implemented BPR.	---	(30 marks CEC)

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

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

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

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	R. Radhakrishnan S.Balasubramanian	Business Process Reengineering	PHI	Latest
2	Vikram Sethi William R. King	Organisational Transformation through Business Process Reengineering	Pearson	Latest
3	B.R.Dey	Business Process Reengineering and Change Management	Wiley	Latest
4	Dr. Charles W.Zamzow	Business Process Reengineering	Galgotia	Latest
5	K. Shridhara Bhatt	Business Process Reengineering	Himalaya	Latest
6	Henry J Johansson, H J Johansson, Mo	Business Process Reengineering	John 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.

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

1. International Journal of Engineering and Management Research
2. Business Process Reengineering and Management Journal
3. Business Standard
4. Business Today
5. Economic Times
6. Financial Express