

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

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

**Subject Name: Designing Operations Systems (DOS)**

**Subject Code: 3539292**

- 1. Course Objective:** The main aim of the course is to acquaint the students about basics of designing operations systems. The approach of this course is practical and contemporary in nature. It emphasizes on understanding the contemporary and cutting edge developments in designing operations systems prevalent in the industry.
- 2. Course Duration:** The course duration is of 36 sessions of 75 minutes each, i.e. 45hours.
- 3. Course Content:**

<b>Module No.</b>	<b>Modules/Sub – Modules</b>	<b>No. of Sessions</b>	<b>Marks (70 External exam)</b>
I	Process Analysis: Process Analysis, Process Flowcharting, Types of Processes, Measuring Process Performance, Examples of Process Analysis, Process Throughput Time Reduction Job Design & Work Measurement: Job Design Decisions, Behavioural Considerations in Job Design – Degree of Labour Specialization, Job Enrichment, Socio technical Systems, Work Measurement and Standards –Time Study, Work Sampling, Comparison	7	17
II	Ergonomics: Definitions and applications. Designing Manufacturing Processes: Factors involved in making products, Types of Manufacturing processes – Project, Jobbing, Batch, Line & Continuous Processing. Product Categories & Manufacturing Processes – Relationship & Choices. Implications reflected in manufacturing process alternatives. Hybrid Processes – Batch Layout, Cellular Layout	7	17
III	Designing Service Processes I: Characteristics of Service Operations, Factors involved in delivering services – Nature of technology / people mix, Nature of service, Complexity of service, Volumes. Overall Design of Service Delivery System. Service Blueprinting and fail-safing. Service Delivery System – detailed design – Phase I:back office or front office, Phase II: The delivery system (Non repeat services, Repeat services, single step or multi step processes).	7	18

IV	Designing Service Processes II: Three contrasting Service Designs –Production line approach, Self-service approach, Personal attention approach. Managing customer introduced variability, Applying behavioral Science to Service Encounters. Organization Methods Applications in office and white collar productivity Case Studies and Presentations	7	18
V	Practical Project: Assignment/Presentation based on the above topics or the selected Industry or Firm	8	(20 Marks of CEC Internal Evaluation)

**4. Teaching Methods :** Following pedagogical tools will be used for teaching the course :

- a.) Case discussions
- b.) Discussion on issues and techniques
- c.) Projects/Assignments/Quiz/Class Participation etc.

**5. Evaluation :**

A	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
C	End –Semester Examination	Weightage 70 marks (External Assessment)

**6. Reference Books**

Sr. No.	Author	Name of the Book	Publisher	Edition
1	Chase, Shankar, Jacobs	Operations & Supply Management	McGraw Hill	12th Edition
2	Terry Hill	Operations Management	Palgrave Macmillan,	Latest Edition
3	Krajewski, Ritzman, Malhotra	Operations Management	Pearson Publishing	Eighth Edition
4	Jay Heizer, Barry Render, Chuck Munson, Amit Sachan	Operations Management, 12e	Pearson Education;	12th Edition
5	Russel and Taylor	Operations Management	John Wiley & Sons	Latest Edition
6	S Chary	Operations Management	McGraw Hill	Latest Edition

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

Operations Management Journals and related articles published in India and internationally may be referred.