

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2018-19)

Subject Name: Designing Operations Systems (DOS)

Subject Code: 3549992

Subject Credits: 3

Total Marks: 150

1. Learning Outcome:

- Acquaintance with basics of designing operations systems.
- 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.

3. Course Content:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
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, Behavioral Considerations in Job Design – Degree of Labor Specialization, Job Enrichment, Socio technical Systems, Work Measurement and Standards –Time Study, Work Sampling, Comparison	9	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	9	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).	9	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	9	18
V	Practical Project: Assignment/Presentation based on the above topics or the selected Industry or Firm	---	(30 marks CEC)

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:

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	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.