



# GUJARAT TECHNOLOGICAL UNIVERSITY

**Program Name: Master of Business Administration**

**Level: PG**

**Branch: International Business**

**Course / Subject Code: MB02093041**

**Course / Subject Name : Global Operations Management**

W. e. f. Academic Year	2025-26
Semester	2
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	No prerequisite
<b>Rationale:</b>	The purpose of Operations Management is to plan and manage processes that convert resources into goods and services efficiently. Effective operations are essential for organizational performance, productivity, and competitiveness in a global business environment. Studying operations management helps management students understand how operational decisions support business objectives and improve overall efficiency. This course develops fundamental knowledge in areas such as demand forecasting, operations design, capacity planning, facility layout, material and inventory management, quality management, project management, and global operations trends. It enables students to understand the impact of operational practices on organizational performance and prepares them to address operational challenges in both manufacturing and service organizations.

**Course Outcome:**

No.	Course Outcome	RBT Level
1	To remember fundamentals of operation management.	Remember
2	To understand and appreciate the fundamentals of operations and gain knowledge of various demand forecasting strategies for the smooth functioning of any organization.	Understand
3	To apply and formulate strategies to effectively design the product and the tasks involved in facility location, layout, and directing a successful capacity plan.	Apply
4	To analyze the effectiveness of material and inventory management and project management techniques.	Analyze

*\*Revised Bloom's Taxonomy (RBT)*

**Teaching and Examination Scheme:**

(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*	TH		C	Theory		Tutorial / Practical		
					ESE (E)		PA (M)	PA (I)	PBL (I)	ESE (V)	
45	0	30	45	120	4	70	30	20	30	0	150

*\* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.*



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## Course Content:

Unit No.	Content	No. of Hours	Marks
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>• Recent trends in operation management</li><li>• Different between production and operations</li><li>• Role of Operations Management in Strategic Management</li><li>• Elements of Production/Operations Strategy</li><li>• Manufacturing Operations and Service Operation</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 forecasts, objectives of demand forecasting, steps in the forecasting process</li></ul>	8	14
2	<p><b>Designing Operations:</b></p> <p><b>Product Design</b> Meaning of Product design, importance, reasons, factors, characteristics, approaches, legal, ethical and environmental issues in production design</p> <p><b>Capacity Planning</b> Capacity Planning, Long range capacity planning, types of capacity, forecasting, long term future capacity demand, Developing capacity alternatives</p> <p><b>Facility Location (theoretical concept only)</b> Introduction, location theories, freedom of location, errors in location, steps in location selection, relative importance of location factors</p> <p><b>Facility Layout (theoretical concept only)</b> Introduction, meaning, definition, scope, objectives, factors influencing facility layout, principles of layout, types of layout</p>	15	21
3	<p><b>Managing Operations</b></p> <p><b>Material Management</b> Introduction, meaning, objectives, important, MMIS, material management organization</p>	15	21



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	<p><b>Design of Work Systems</b> Work study-method study and work measurement, objectives of work study, benefits of work study</p> <p><b>Project Management (theory &amp; numerical)</b> Introduction, Planning, Scheduling, Monitoring &amp; Controlling, Techniques- PERT &amp; CPM</p> <p><b>Quality Management</b> International quality standards, ISO, Total quality management (TQM), Internationalization of R&amp; D, Just in time production system (theoretical concept only), Lean Production Systems</p>		
<b>4</b>	<p><b>Global Trends in Operation Management</b> Nature of International OM, strategic issues, outsourcing, supply chain management, managing service operations, Mass Customization</p> <p><b>Operations in Global Sectors</b> Meaning, nature, and importance of operations management in international business environments Use of automation, digital systems, Industry 4.0, and process optimization in global operations. International quality standards (ISO), compliance, risk assessment, and crisis management.</p>	7	14
<b>5</b>	<p>Practical: The students will be given the practical task as per the generic activities of Problem Based Learning (PBL) for the experiential learning of this subject. The list of activities are included in PBL at the end of document.</p>	30+45	PA(I) + PBL* (I) assessment (50)
<b>Total</b>		<b>120</b>	<b>150</b>

\*as per the List of Generic Activities suggested for Problem Based Learning (PBL).

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

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
12	22	18	18	0	0

\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Blooms Taxonomy)

**Suggested Learning Resources:**

Sr. No.	Author	Title of Book	Publisher
1	Jay Heizer, Barry Render	Operations Management	Pearson



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2	William J. Stevenson	Operations Management	McGraw Hill
3	R Panneerselvam	Production and Operations Management	PHI
4	K.Aswathappa K. Shridhara Bhat	Production and Operations Management	Himalaya Publishing House
5	Jay Heizer, Barry Render, Chuch Munson Amit Sachan	Operations Management	Pearson
6	B. Mahadevan	Operations Management	Person
7	Prof. K.C. Jain, Dr. P. L. Verma, Mr. Prabhat Kartikey	Production and Operations Management	Dreamtech press
8	David A. Collier, James, R. Evans and Kunal Ganguly	Operation Management	Cengage
9	Martin K. Starr	Production and Operation	Cengage
10	Dmitry Ivanov, Alexander Tsipoulanis & Jörn Schönberger	Global Supply Chain and Operations Management: A Decision-Oriented Introduction to the Creation of Value	Springer, Cham (Switzerland)

**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

**CO-PO Mapping**

Semester-2	Global Operation Management				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	3	2
CO2	3	3	2	2	2
CO3	2	3	1	3	1
CO4	2	2	1	3	1

*Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.*



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## List of Generic Activities suggested for Problem Based Learning (PBL)

Sr. No.	Activity	Description	Outcome	Suggested Hours
1	Industry Visit	The students will be taken to industrial visit.	Practical experience to students that how the operations of business are carried out.	10 hours
2	Case Study Discussion	The case study in the area of topic will be discussed with the students.	The students will be able to identify the situation and apply management theories to resolve the problem.	5 hours
3	Gamification in the subject	The students will be given the problem and asked to solve the problem by playing a game to learn the concept.	The students will be able to apply the concept and learn by playing the game.	10 hours
4	Data collection Assignment	The students will be given the assignment based on the module of the subject.	The students will be able to learn data collection from industry and submit assignments with practical inputs.	6 hours
5	Industry Analysis	The students will be allotted industry and asked to carry out the analysis as per the requirements of the subject.	The students will be able to know the application of the concept in the specific industry.	8 hours
6	Simulation	The students will be given the simulation activities as per the requirements of the subject.	The students will learn and develop the experimental attitude that will help them to solve the industry problems.	10 hours
7	Personality Self-Assessment	Understanding personal traits and how they influence work behavior, teamwork, and managerial effectiveness.	Students will develop self-awareness of their personality traits and identify strategies to enhance their professional effectiveness.	3 hours
8	Leadership Style Self-Assessment	Exploring personal leadership tendencies and their impact on team performance and decision-making.	Students will understand their leadership style and plan ways to adapt it for effective team and organizational management.	2-3 hours



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9	Cross-Cultural HR Practices Comparison Report	Analyzing how cultural differences (Hofstede dimensions) influence HR practices in India vs. another country.	Students will apply cross-cultural frameworks to analyze and compare HR practices and develop insights for managing diverse workplaces.	6 hours
10	DEI Role-Play	Applying DEI principles to resolve workplace conflicts and promote inclusion.	Students will demonstrate inclusive communication and problem-solving skills while applying DEI principles in simulated workplace scenarios.	5 hours
11	Visit to Company for Practical Exposure	Students will be guided to visit the company and explore the practical operating of the tasks.	Students are required to visit the relevant company for practical exposure of the execution of the management activities.	8-10 hours
12	Visit to Trade Expo	Students will be taken to trade expo held for different products to understand business operation and networking.	Students are advised to visit trade expo and meet manufacturer and service providers to understand business operations and expansion.	6-8 hours
13	Industry Defined Problem	The students will be given a minor problem related to industry and they have to prepare a report depicting the probable solution of the problem.	The students will be able to apply management techniques to solve the allotted problem and will provide managerial solution for the same.	10-15 hours
14	Financial Statement Analysis	The students will be provided with the financial data to analyze financial stability of the company.	The students have to extract financial data from the authenticate database and compare the financial performance within the company and with competitors (or industry average) for future growth. The result should be presented with remarks.	12-15 hours
15	Survey / Questionnaire	Data collection through survey or Questionnaire	The students will be given topics for survey or questionnaire based research. They have to present the findings in the scientific manner and present the same for decision-making.	25-30 hours