UNIVERSITY OF MADRAS

B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC15

CORE-XV: OPERATIONS MANAGEMENT

CREDITS:4 **V SEM/III YEAR**

Learning Objectives :

1. To familiarize on the production concepts and its significance
2. To know the various inventory control methods
3. To provide comprehensive outlook on service operations management.

UNIT – I

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP).JIT.

UNIT – IV

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT – V

Service Operations Management: Introduction – Types of Service – Service Encounter –Service Facility Location – Service Processes and Service Delivery.

Reference Books

1. Buffa, E.S. and Sarin, R., Modern Productions/Operations Management, 8th Edition,Wiley,2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill,2012.
3. B.Mahadevan, Operations Management,2ndEdition,Pearson,2010.
4. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra & Samir K Srivastava, Operations Management, 9thEdition,Pearson,2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson,2009.
6. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning,2012.
7. Srinivasan,G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt.Ltd.