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| **B.B.A SEMESTER – 5** | | |
| **7** | **CORE** | **PRODUCTION AND OPERATION MANAGEMENT** |

Name of the Course: PRODUCTION AND OPERATION MANAGEMENT

Course credit: **03**

Teaching Hours: **45 (Hours)**

Total marks: **100**

#### Objectives:

To understand the production and operation function and familiarize students with the

technique for planning and control.

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| **Unit** | **Content** | **No. of Lectures** |
| 1 | Introduction to Operations and Operations Management  Concept, Meaning, Need and Objectives of Production and Operations Management. Development of Production Function. Relation of Production with other functions like design function, purchase function, plant layout, maintenance, etc. Product Classification. Product selection (steps for identifying the product for manufacturing), Product development (market pull, technology push, inter-functional approach).Research and Development and Design of a Product. | **9** |
| 2 | Process Selection-An overview of major process decisions, detailed study of the advantages and limitations of job shop process, batch process, assembly process, continuous process, characteristics and project process. |  |
| 3 | Aggregate Planning and Maintenance Management  Concept of aggregate plan, Importance of Aggregate plan. Approach to aggregate planning, Concept of Capacity Planning and CRP (Capacity Requirement Planning), Maintenance Management. Concept, Importance and Types of Plant Maintenance. | **10** |
| 4 | Facility Location  Introduction, steps in location selection and factors affecting selection of region, community and site se- lection, Practical Problems sums related to location analysis (Only Break even analysis and Qualitative factor analysis models to be included). | **8** |
| **5** | Facility Layout Introduction, Factors affecting facility layout ,Objectives of a good layout, service facility layout, types of layout (Product, process, static, cellular, combined layouts) | **8** |
| **Total Lectures** | | **45** |

# Important instructions for paper setter –

Set University examination question paper for regular and external candidates as per the following instruction:

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| **UNIVERSITY EXAMINATION**  **(Que. No. 1 to 5 are compulsory for regular students and external candidates)** | | | |
| **Sr. No.** | **Particulars** | | **Marks** |
| 1 | QUESTION – 1 | (From Unit 1) **(OR)** QUESTION - 1 (From Unit 1) | 14 |
| 2 | QUESTION – 2 | (From Unit 2) **(OR)** QUESTION - 2 (From Unit 2) | 14 |
| 3 | QUESTION – 3 | (From Unit 3) **(OR)** QUESTION - 3 (From Unit 3) | 14 |
| 4 | QUESTION – 4 | (From Unit 4) **(OR)** QUESTION - 4 (From Unit 4) | 14 |
| 5 | QUESTION – 5 | (From Unit 5) **(OR)** QUESTION - 5 (From Unit 5) | 14 |
| **Total Marks for candidates** | | | **70** |

#### Suggested Readings and Reference Books:

* Manuel G Velasquez : Business ethics- concepts and cases Pearson.
* LuthansHodgetts and Thompson: Social issues in business, Macmillan USA
* A.C. Fernando: Business Ethics Pearson Education.
* A.C. Fernando: Corporate Governance Pearson Education.
* Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
* N. Gopalswamy: Corporate governance a new paradigm A H Wheeler PublishingCo Ltd.
* Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
* Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied EthicsCambridge University Press
* Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson