



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: MMS / PGDM: MMS Operations- IV Sem

Name of the Course: Strategic Operations Management

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Kiran Paranjpe

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Weblink:

Learning Objectives:

1. To emphasize the importance of Strategic Operations Management in providing competitive advantage to a business firm
 2. To familiarize the students with the important tools of analysis and decision making for Strategic Operations Management
 3. To provide confidence to the students to analyse different aspects of the applications of Strategic Operations Management decisions.
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Reference Books:

1. Operations and Supply Management for Competitive Advantage by Chase, Shankar, Jacobs & Aquilano, McGraw Hill, Special Eastern Edition, 12 th Edn 2012
2. Operations Management by JG Monks



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to SOM	Ppt Slides , Internet resources, Reference Text and Case Study-1 Solmates Video: Difference between Operations and Strategy	Roles and Responsibility of SOM	Class Interaction, Short Questions about the past studies in OM
2	Operations Strategy, its features and applications	Ppt Slides, Internet resources, reference text, Short Case and Class exercises Case Study: Narayana Hospitals	The importance and applications of OM strategy	Class participation in exercises
3	Project Management	Ppt Slides, Internet resources, reference text, Short Case and Class exercises: Barrage Construction a case of Field Project execution	Conceiving Strategy thru' project and planning and monitoring	Problem solving in the Class Project Network methods
4	New Product Design and Development	Ppt Slides, Internet resources, reference text, Short Case and Class exercises : Case Study Tata Swachh	The New Product Development Framework	Class Participation and short questions
5	Product Design and Manufacturing Services	Ppt Slides, Internet resources, reference text, Short Case and	Various options for	Class Participation and short



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		Class exercises, Video on Industrial Design	undertaking Product and Services Design	questions
6	Process Analysis	Ppt Slides, Internet resources, reference text, Short Case and Class exercises Case Study Ikea Design of Furniture	Process Charting exercises	Class Participation and short questions
7	Strategic Capacity Planning	Ppt Slides, Internet resources, reference text, Short Case and Class exercises	Decision trees and Capacity addition problems	Class Participation and short questions
8	Job design and Work Measurement	Ppt Slides, Internet resources, reference text, Short Case and Class exercises: Case Study : Job design for Operation Patient Care	Case Discussion and importance of defining jobs	Class Participation and short questions
9	Just In Time (JIT) Production Systems	Ppt Slides, Internet resources, reference text, Short Case and Class Discussion on Toyota's JIT system	Exercise in Kanban Signalling	Class Participation and short questions
10	Six Sigma and Quality Strategy	Ppt Slides, Internet resources, reference text, Short Case and Class exercises: Class discussion on Motorola Six Sigma Implementation	Usefulness of Team work and Training	Class Participation and short questions
11	Locations and Layout Strategies	Ppt Slides, Internet resources, reference text, Short Case and Class discussion on Cellular layouts	Consequences of poor locations decisions	Class Participation and short questions
12	Supply Chain Strategies	Ppt Slides, Internet resources, reference text, Short Case and Class discussion on	Demand and Supply planning and	Class Participation and short questions



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			logistics	
13	Operations Consulting and Service Operations	Ppt Slides, Internet resources, reference text, Short Case and Class exercises	Internal and External Consultations	Class Participation and short questions
14	Theory of Constraints and Synchronous Manufacturing Techniques	Ppt Slides, Internet resources, reference text, Short Case and Class exercises on Buffer Drum Rope synchronization	Need to maintain flow to enhance efficiency	Class Participation and short questions
15	Student Presentations	Ppt Presentations by individual students in class	Speaking and Presenting ideas	Evaluation by the Instructor

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Project work and Presentations by students on the Topic of their choice	Greater study of specific topics of their choice	Internet, PPT slides and self study
4	Book Review			



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5	Group Discussion	Class Discussion on cases and problem solving	Knowledge Sharing and with problem and solution development	Cases and internet news discussion
6	Business Quiz / Business News sharing	Business News on current trends in services and operations	Knowledge sharing	Internet mostly and e sources
7	Videos / Simulation	General interest videos such as Industrial Design, Operations and Strategy, Kanban Systems	Informative content and additional practical ideas application	Yu tube and other sources
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	One Class test	20 marks
Presentation	Student Presentation with Ppt	20
Case Study		
Participation	Assignment on cases discussed in class in lieu of test	20
Others		

Signature of Faculty

Signature of the Co-ordinator