Gyanmanjari Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-4 (BBA)

Subject: Operations Management– BBAXX14316

Type of course: Major (Core)

Prerequisite:
Students must have basic understanding of business concepts and principles, preferably completion of introductory courses in management or business administration.

Rationale:
The course aims to equip students to provide data and insights that assist in strategic decisions, such as facility location, production scheduling, and resource allocation. This helps align operations with long-term business goals.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
					CCE		
CI	T	P	C	SEE	MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)
SEE 100 Marks will be converted in to 50 Marks
CCE 100 Marks will be converted in to 50 Marks
It is compulsory to pass in each individual component.

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Course Content:

Sr.No	Course content	Hrs	% Weightage
1	**Operation Management:** Meaning, definition, Scope, Decision, Historical Evolution, Trends, Objectives, Manufacturing and Non-manufacturing Operations and their Characteristics	15	25 %
2	**Facility Planning:** Introduction, Plant location: Meaning, Analysis, Selection Criteria, Factors. Product Design, Process Design, Plant Lay out: Objectives, Principles, factors, classification, Material handling.	15	25 %
3	**Capacity Planning:** Introduction, Meaning, Types, Guidelines for calculating Capacity, Strategies, Process, Importance of Capacity Planning. Maintenance management: Meaning, Types, Objectives	15	25 %
4	**Aggregate Planning:** Introduction, Meaning, Factors, Importance, Strategies, MPS, MRP, Inventory Control: Meaning, Benefits, Objectives, Techniques for inventory Control.	15	25 %

Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	**Departmental Study:** Students will select a company of their choice and conduct a detailed study about operation department of the company and prepare a report on the same and Upload PDF on GMIU Web portal.	10
2	**Company Profiling:** Students will prepare a hypothetical company profile which includes company name, industry (manufacturing or service), product/service detail, key competitors and Upload PDF on GMIU Web Portal.	10
3	**Drawing Plant Layout:** Students will select a company of their choice and draw a plant layout by using online tools or simple drawing and Upload PDF on GMIU Web Portal.	10

4	**Maintenance Plan Development:** Students will select a company of their choice and develop maintenance plan for the selected company and Upload PDF on GMIU Web Portal.	10
5	**Poster Making:** Student will create a poster that visually explains operations management components, importance, and real-world applications and Upload PDF on GMIU Web Portal.	10
6	**Case Study Analysis:** Students will be provided a case study of operations management. Students have to analyze the case and upload the solution on GMIU Web Portal.	10
7	**Attendance**	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	0%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the core concepts of operations management.
CO2	Analyze plant locations, design facility layouts, and calculate capacity requirements to improve operational efficiency.
CO3	Apply maintenance strategies and inventory control techniques to optimize production processes and resource use.
CO4	Create aggregate plans, develop MPS/MRP, and manage resources to balance supply and demand effectively.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Stevenson, W. J. (2020). Operations management (14th ed.). McGraw-Hill Education.

[2] Krajewski, L. J., Malhotra, M. K., & Ritzman, L. P. (2021). Operations management: Processes and supply chains (12th ed.). Pearson.

[3] Chase, R. B., Jacobs, F. R., & Aquilano, N. J. (2020). Operations management for competitive advantage (15th ed.). McGraw-Hill Education.

[4] Nahmias, S. (2015). Production and operations analysis (7th ed.). Waveland Press.

[5] Bozarth, C. C., & Handfield, R. B. (2019). Introduction to operations and supply chain management (5th ed.). Pearson.