GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MBG 301	**Course Title: Production and Operations Management**	
Semester: V	**Course Type: Core**	**Credits: 3**
Home Programme(s):BBA (BA)	**Batch/AcademicYear: 2020-23**	
Course Leader:		

Course description and learning objectives

The concept of production is the process through which goods and services are created. It can include both manufacturing and service organizations within the purview of production management. Thus the essential futures of the production function are to bring together people, machines and materials to provide goods or services thereby satisfying the wants of the people. Efficient and effective operations can provide an organization with major competitive advantages since the ability to respond to customer and market requirements quickly, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share. Therefore, this course is designed to understand the input output model of Production management, the role the Production Manager and techniques in Production and Operations management.

Learning objectives:

- to understand the input output model of Production management
- to understand the role of production manager
- to know the techniques in production management

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Understand the basic concepts of Production and Operations Management	A1, A2 and A3
CO2	Understand basics and techniques of Production Planning and Control	A1, A2 and A3
CO3	Apply location decision models	A2, A4
CO4	Apply work study for the improvement of the productivity	A2, A4
CO5	Apply various inventory controlling and Quality controlling techniques into practice	A2, A3 and A4

Course outline and indicative content

Unit I (8 Sessions) (CO1, L1 & L2)
Production and Operations Management - Production and Operation Functions -Manufacturing Systems –Differences between Manufacturing and Service Operations - Functions of Production and Operations Manager.

Unit II (10 Sessions) (CO2, L1 &L2)
Production Planning and Control: Steps in PPC - Techniques of Production Planning and Control

Unit III (7 Sessions)(CO2, CO3, C05,L2 & L3)
Plant Location and Layout Planning: Location of Service Facilities -Location Decision -Types of Layout – Factors Affecting Plant Location.

Unit IV (8 Sessions) (CO2, CO4, C05, L2 & L3)

Productivity: Factors Affecting Productivity -Job Design -Process Flow Charts -Methods Study - Work Measurement.

Unit V (12 Sessions) (CO3, CO4, C05, L2 &L3)
Materials Management: Costs Associated with Inventory - Economic Order Quantity - ABC Analysis – Just in-time Production. Quality Management: Acceptance Sampling -Control Charts –Quality Circle.

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid Exam	Individual	Written	20
A2. Coursera/Presentation	Group	Presentation	10
A3. Case/Assignment	Individual	Presentation or Report	10
A4. End Term Exam	Individual	Written (short/long)	60

Mapping COs-Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		CO1 (A1, A2)				
Procedural Knowledge			CO2 (A2, A3) CO3 (A2, A3) CO4 (A2, A3, A4) CO5 (A2, A3, A4)			
Meta Cognitive Knowledge						

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	1	0	0	0	0	0	1
CO2	1	0	1	2	1	0	5
CO3	1	0	1	2	0	0	4
CO4	1	0	1	2	0	0	4
CO5	1	0	1	2	2	0	6
Target Level Max.	5	0	4	8	3	0	20

BBA (BA) - Programme Outcomes

1. Ability to understand the business problems with their knowledge indifferent functional areas of management.
2. Integrate with structured, semi – structured and unstructured data.
3. Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau tosolve business analytics problems.
4. Ability to apply analytics techniques to analyze and interpret the data.
5. Incorporate the descriptive, predictive and prescriptive analytics.
6. Evaluate the necessary skills and understanding to take up advanced topicsin the area of analytics and thus enhance their career prospects.