

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – VI

Optional Courses

4. Production & Operations Management Group

OP&O 601 Transportation Management

OP&O 602 Service Operations Management

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Evening)

Semester – VI

PRODUCTION & OPERATION MANAGEMENT GROUP

OP & O 601

Transportation Management

Objectives:

The objective of the course is to acquaints with the problems faced in planning policy and executing the transportation system.

Course Contents :

Growth of Urbanisation and Problems of Transportation; Transport-Challenges and Limitations; Government Activities in Transportation; Transportation Systems – Planning, Operation and Management; Trip Generation and Distribution; Load Planning; Transportation Modes and their selection; Sequential Travel Demand Forecasting Models; Future Developments in Transportation; Motor Vehicle Act 1988 and its Impact on Urban Transport System; Emission Norms.

Suggested Readings :

1. Baerwald, J.E. Transportation and Traffic Engineering Handbook. Englewood Cliffs, New Jersey, Prentice Hall inc. 1976.
2. Bell. G. etc The Business of Transport, Plymouth, McDonald and Evans, 1984.
3. Dickey.J W. Metropolitan Transportation Planning. New Delhi, Tata McGraw Hill, 1980.
4. Grey, G E. amd Hole, L A. Public Transportation Planning : Operations and Management, Englewood Cliffs. New Jersey, Prentice Hall Inc. 1979.
5. Gupta, M P. Metropolitan Transportation System, New Delhi, National, 1983.
6. Papacostas, C S. Fundamentals of Transportation Engineering, Englewood Cliffs, New Hersey, Prentice Hall Inc. 1987.

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OP & O 602

Service Operations Management

Objectives:

The key objective of this course is to acquaint the students with decision making in planning, design, delivery, quality and scheduling of service operations. The candidates are also expected to appreciate the role of service quality and operations in emerging services economy of India.

Course Contents :

Matrix of Service Characteristics : Challenges in Operations Management of Services; Aggregate Capacity Planning for Services; Facility Location and Layout for Services; job Design – Safety and Physical Environment; Effect of Automation; Operations Standards and Work Measurement; Measurement and Control of Quality of Services; Dynamics of Services Delivery System; Scheduling for Services Personnel and Vehicles; Waiting – Line analysis; Distribution of Services; Product-Support Services; Maintenance of Services; Inventory Control for Services; Case Studies on Professional Services.

Suggested Readings :

1. Bowmen David E. etc. Service Management Effectiveness : Balancing Strategy, Organization and Human Resources, Operations and Marketing. San Francisco, Jossey Bass, 1990.
2. Collier David A. Service Management : Operating Decisions. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1987.
3. Fitzsimmons, James A and Sullivan, Robert S. Service Operations Management, New York, McGraw Hill, 1982.
4. Heskett, James L etc. Service Breakthroughs-Changing the Rules of the Game. New York, Free Press, 1990.
5. Murdiek, R G. etc. Service Operations management. Boston, Allyn and Bacon, 1990.