

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Full Time)

(With Effect From July 2002)

Semester – IV

Optional Courses

4. Production & Operations Management Group

OP&O 401 Purchasing & Materials Management

OP&O 402 Project Management

OP&O 403 Transportation Management

OP&O 404 Service Operations Management

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Full Time)

Semester – IV

PRODUCTION & OPERATION MANAGEMENT GROUP

OP & O 401

Purchasing & Material Management

Objective :

The key objective of this course is to acquaint the students with Decision-making for effective and efficient purchase, storage and flow of materials in manufacturing and service organizations; Cost-reduction techniques in Pre-Purchase, Purchase and Post-Purchase systems; Modern Material planning and delivery systems like MRP and JIT and Material handling and logistics systems.

Course Contents:

Role of Purchasing and Materials Management – Objectives, Organization and Inter-relationships, Determination and Description of Material Quantity, Material Planning in Push and Pull System, MRP and JIT; Determination and Description of Material Quality – Receiving and Incoming Quality Inspection, Acceptance Sampling Plans, Vendor-Process Capability; Cost-Reduction Techniques – Standardisation, Simplification & Variety Reduction; Value Analysis and Engineering, Make or Buy Decisions, Purchasing Research, Sources of Supply, Price Determination and Negotiation, Vendor Rating, Selection and Development, Legal Aspects of Purchasing Public Purchasing and Tendering, International Purchasing – Procedures and Documentation; Purchasing of Capital Equipment – Appraisal Methods, Evaluating Suppliers' Efficiency, Stores Layout, Classification and Codification; Material Logistics – Warehousing Management, Material Handling, Traffic and Transportation, Disposal of Scrap, Surplus and Obsolete Materials; Inventory control of Spare Parts, Materials Information System.

Suggested Readings :

1. Ansari A and Modarress B. JIT Purchasing, New York, Free Press, 1990.
2. Baily P. etc. Purchasing Principles and Management, London, Pitman, 1994.
3. Burt, David N. Proactive Procurement. Englewood Cliffs, New Jersey, Prentice Hill Inc. 1994.
4. Dobler, D.W. etc. Purchasing and Materials Management, New York, McGraw Hill, 1990.
5. Dutta, A.K. Integrated Materials Management, New Delhi, PHI, 1986.
6. Farrington B and Waters, Derek W, Managing Purchasing . London, Chapman & Hall, 1994.
7. Gopalakrishnan P and Sunderashan M. Handbook of Materials Management, New Delhi, Prentice Hall of India, 1994.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Full Time)

Semester – IV

PRODUCTION & OPERATION MANAGEMENT GROUP

OP & O 402

Project Management

Objectives:

The course is designed to enable the students to develop, understand and design large complex systems with new planning and control techniques.

Course Contents :

Meaning and Significance of Project Management, Developing the Project Network, Time Estimates and the Levels of Details, Basic Scheduling, Computation, Scheduling Activities to Satisfy Resource Constraints, Multi project Scheduling, Time-Cost Trade off, Network, Cost control, Use of Critical Path Methods in preparing project proposal, computers and critical path Programme.

Project Implementation and Monitoring Techniques. Making the Scheduling and monitoring effective scheduling and monitoring effective orientation programme for effective scheduling and monitoring.

References :

1. Wiest, Jerome D. and Levy, Ferdinaudk
A Management Guide to ERT/CPM, Prentice Hall of India Pvt. Ltd., New Delhi, 1977.
2. Choudhary, Sadhan : Project Scheduling and Monitoring Practice, South Asian Publishers, New Delhi, 1983.
3. Phillips and Moder : Project Management with CPM and PERT, Van Nostrand Reinhold Company N.Y., 1970.
4. Dennis Lock : Project Management Grower Press London, 1968.
5. Dennis Lock : Industrial Scheduling Techniques, Gower Press, London, 1971.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Full Time)

Semester – IV

PRODUCTION & OPERATION MANAGEMENT GROUP

OP & O 403

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Full Time)

Semester – IV

PRODUCTION & OPERATION MANAGEMENT GROUP

OP & O 404

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.