

BBA HONOURS 5th SEMESTER
DISCIPLINE SPECIFIC COURSE – I (CORE-11)

BBA520C1: PRODUCTION MANAGEMENT

CREDITS: THEORY: 04; TUTORIAL: 02
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 60; TUTORIAL: 30

***COURSE OBJECTIVES:** To understand the production and operation function and familiarize students with the technique for planning and control.*

A. COURSE CONTENTS (THEORY) (4 CREDITS) (60 marks)

UNIT I

Introduction to Production & Operations Management: Definition, need, responsibilities, key decisions of OM, goods vs. services. Operations as a key functional area in an organisation.

Operation Strategies-Definition, relevance, strategy formulation process, Historical perspective of Operations Management; Operations as a system: Continuous and Intermittent Production system, flow, batch and job type of production.

UNIT II

Process Selection: Definition, Characteristics that influence the choice of alternative processes (volume and variety), Type of processes- job shop, batch, mass and continuous. Layout Decision: Layout planning- importance, different types of layouts (Process, Product, Group technology and Fixed position layout). Assembly line balancing, Location Decisions, Facility Location – Objective, factors that influence location decision, Capacity Planning: Definition, measures of capacity (input and output).

UNIT III

Production Planning and Control- An overview, Types of Production Planning and Control, Aggregate Planning: Definition, nature, strategies of aggregate planning, Master Production Scheduling (MPS): Objectives and Procedure for developing master production schedule.

UNIT IV

Material Planning and Inventory Control: Inventory Control: Costs and objectives; Inventory control techniques- ABC Analysis: Just in Time (JIT); Materials Requirement Planning (MRP); Economic Order Quantity Model (EOQ with deterministic demand) and practical problems on EOQ. Statistical Quality control (SQC)-Basic Concept and its Business implications.

B. COURSE CONTENTS - TUTORIAL (2 CREDITS) (30 marks)

- **Case Study: At least one case situation to be discussed from each unit.**
- **Seminar/Presentation/Practical/Project Work/ Assignment based on case component/Theory component (Hard Copies to be submitted as well).**

SUGGESTED READINGS:

1. Chase R B, Aquilano N J , Jacobs F R and Agarwal N, Production & Operations Management Manufacturing and Services, Tata McGraw Hill
2. Adam E.E and Ebert, Production & operations Management, Prentice Hall of India, New Delhi.
3. S.N. Chary, Production & operations management – Tata McGraw Hill, New Delhi
4. Buffa E S, &Sarin R K, Modern Production / Operations Management (8th edition) John Wiley, 1994
5. Gaither and Frazier, Operations Management, Thomson South-Western.