|  |  |
| --- | --- |
| **PROGRAM** | **Master of Business Administration**  |
| **SEMESTER**  | **IV** |
| **COURSE TITLE** | **Operations Strategy** |
| **COURSE CODE** | **04MB0434** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42** |

**COURSE OUTCOMES:**

Students must be able to understand:

* To Understand the requirements of the customers in correlation with strategies.
* To compare different types of strategy and express capacity strategy.
* To Apply different purchasing strategies in accordance with process technology strategy.
* To explain improvement strategy, product service development and organization.
* To Assess the process of operation strategy in accordance with practical implementation.

**COURSE CONTENTS:**

|  |  |  |
| --- | --- | --- |
| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| **I** | Operations strategy – developing resources and processes for strategic impact, Operations performance | 10 |
| **II** | Substitutes for strategy, Capacity strategy | 8 |
| **III** | Purchasing and supply strategy, Process technology strategy | 8 |
| **IV** | Improvement strategy, Product and service development and organization,  | 8 |
| **V** | The process of operations strategy – formulation and implementation, The process of operations strategy – monitoring and control | 8 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

|  |  |  |
| --- | --- | --- |
|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

**SUGGESTED READINGS:**

**Text Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book  | Publisher | Edition and Year  |
| T-01 | Nigel Slack, Michael Lewis | Operation Strategy | Pearson | 5th Ed. 2017 |
| T-02 | Nigel Slack, Michael Lewis | Operation Strategy | Pearson | 4th Ed. 2015 |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book  | Publisher | Edition and Year  |
| R-01 | Nigel Slack, Michael Lewis | Operation Strategy | Pearson | 3th Ed. 2011 |
| R-02 | J.A. VanMieghem | Operations Strategy: Principles and Practice | Dynamic Ideas, Charlestown, MA | 2008 |
| R-03 | Nigel Slack, Michael Lewis | Operation Strategy | Pearson | 2nd Ed. 2008 |
| R-04 | Nigel Slack, Michael Lewis | Operation Strategy | Pearson | 1st Ed. 2002 |
| R-05 | Walters D. | Operations Strategy | Palgrave Macmillan |  |