



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB04001011

Course / Subject Name: Operations Management

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Core Course

Prerequisite:	-
Rationale:	Operations Management equips students with the knowledge and skills required to design, manage, and improve business processes that transform inputs into valuable outputs. The subject provides an understanding of key operational functions such as capacity planning, quality management, supply chain coordination, and process optimization. It helps learners analyze operational challenges and apply quantitative and strategic tools to enhance efficiency and productivity. By studying this course, students develop the ability to make informed decisions that support organizational performance and competitiveness.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the core principles of operations management and their significance in enhancing efficiency, quality, and customer satisfaction.	Understand
02	Analyse different production systems and develop strategies aligned with business objectives.	Analyze
03	Optimize operational processes through effective process design, layout decisions, and capacity planning.	Create
04	Implement quality management principles to enhance product/service quality and reduce defects.	Apply
05	Evaluate emerging trends in operations management, such as sustainable operations and technological advancements.	Evaluate

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Unit 1: Introduction to Operations Management <ul style="list-style-type: none">• Meaning and definition of Operations Management• Nature of production, production as an organizational function, decision making in operations management.• Importance and significance of operations in business.• Key characteristics of manufacturing operations and service operations.• Core functions of Operations Management: process design, capacity planning, inventory management, quality control, scheduling, and service delivery.• Significance of operations management in achieving organizational success by enhancing efficiency, ensuring quality, and delivering customer satisfaction.• Different production systems, the alignment of operations with business strategies, and the key functions of operations management, including planning, organizing, staffing, leading, and controlling.	12	25
2.	Unit 2: Process Design and Analysis <ul style="list-style-type: none">• Strategic decisions involved in selecting and designing processes and layouts.• Analysing processes using tools like flowcharts and process maps and explore various techniques for continuous improvement.• Capacity Planning, strategies to balance capacity and demand effectively.• Understanding process choices, layout decisions, and the importance of space utilization, flexibility, cost, safety, and comfort.	12	25
3.	Unit 3: Quality Management <ul style="list-style-type: none">• Quality management – quality characteristics for products and services that meet customer expectations and adhere to industry standards.• Cost of Quality.• Total Quality Management (TQM)• Six Sigma and Lean Manufacturing.• Various tools and techniques to manage, enhance quality, reduce defects, and improve operational efficiency, leading to higher customer satisfaction and competitive advantage.	11	25



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4.	Unit 4: Emerging Trends in Operations Management <ul style="list-style-type: none">New trends and technologies.Sustainable operations, the impact of technology, and the complexities of global operations.Importance of integrating sustainable practices, leveraging advanced technologies like AI and IoT, and managing operations in a global context.Adapt to the dynamic business environment and drive operational excellence.	10	25
5.	Practical Aspects <ul style="list-style-type: none">Case studies, and simulation exercises.Nearby Industry Visit - especially Manufacturing Unit	15	CEC
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	30%	25%	0%	15%	10%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

No.	Author	Title	Publisher	Edition
1	William J. Stevenson	Operations Management	McGraw Hill	Latest
2	Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman	Operations Management: Processes and Supply Chains	Pearson	Latest
3	Cecil C. Bozarth and Robert B. Handfield	Introduction to Operations and Supply Chain Management	Pearson	Latest

(b) Case Studies

- Case study on Toyota's Production System: Exploring Lean Manufacturing.
- Analysis of Amazon's supply chain operations for customer satisfaction and efficiency.
- Case on Zara's fast fashion operations strategy and its global supply chain management.



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CO- PO Mapping:

Semester 4	Course Name : Operations Management				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	1	2
CO2	2	3	1	-	2
CO3	3	3	1	-	2
CO4	2	3	1	1	2
CO5	2	2	1	1	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
