

Kathmandu University School of Management
Bachelor of Business Administration
Course Syllabus

Course Title	OPERATIONS MANAGEMENT
Course Code Number	MAS 310
Credit Hours	3
Course Objective	
Main Objective	The objective of the course is to introduce the students the basic concepts, tools and techniques in managing operations functions of manufacturing and service organizations.
Learning Unit	
Learning Unit One Net Contact Hours - 3 hrs	1. Operations and Productivity Operations management and its functions, Operations in the service sector, Productivity challenge: productivity measurement, productivity variables, productivity and the service sector, Competitive advantage through operations: competing on differentiation, cost, response, strategic OM decisions.
Learning Unit Two Net Contact Hours – 4hrs	2. Design of Goods and Services Goods and services selection, Product development, Issues for product design, Time based competition, Defining the product, Documents for production, Service design.
Learning Unit Three Net Contact Hours – 8 hrs	3. Managing Quality Quality and Strategy, Defining quality, International quality standards, Total quality management, Tools of TQM, Role of inspection, TQM in services.
Learning Unit Four Net Contact Hours – 4hrs	4. Process Strategy Four process strategies, Process analysis and design, Service process design, Process Reengineering, Environment friendly processes, Selection of equipment and technology.
Learning Unit Five Net Contact Hours – 3hrs	5. Capacity Planning Capacity, Design and effective capacity, Capacity and strategy, Capacity Considerations, Managing demand, Demand and capacity management in the service sector, Capacity planning, Applying break-even analysis and decision trees to capacity decisions
Learning Unit Five Net Contact Hours – 3 hrs	6. Location Strategies Strategic importance of Location, Factors that affect location decisions, Methods of evaluating location alternatives, Service location strategy.
Learning Unit Six Net Contact Hours - 3 hrs	7. Layout Strategies Strategic importance of Layout Decisions, Types of layout, Fixed position layout, Process-oriented layout, Office layout, Retail layout, Warehousing and Storage layouts, and Repetitive and Product- oriented layout.
Learning Unit Eight Net Contact Hours - 3 hrs	8. Supply – Chain Management Strategic importance of the Supply - Chain, Purchasing, Supply-chain strategies, Vendor selection.
Learning Unit Nine Net Contact Hours - 6 hrs	9. Inventory Management Functions of Inventory, Inventory Management, Inventory Models, Inventory Models for Independent Demand.
Learning Unit Ten Net Contact Hours - 8 hrs	10. Aggregate Planning Planning Process, Nature of Aggregate Planning, Aggregate Planning Strategies, Methods for Aggregate Planning, Aggregate Planning in services, Material requirements planning (MRP): Dependent Inventory Model requirements, MRP structure, MRP management, Lot sizing techniques, MRP in services.
Learning Unit Eleven Net Contact Hours - 3 hrs	11. Short-Term Scheduling The strategic importance of short term scheduling, scheduling issues, sequencing method.
Total Contact Hours	48 hrs (excluding assessment and final examination)
Basic Text	Jay Heizer, Barry Render, and JagadeeshRajashekar (2009), <i>Operations Management</i> , 9 th Edition, authorized adaptation from the US edition, Prentice Hall Inc.
Other References	Roberta S. Russell and Bernard W. Taylor III (2003), <i>Operations Managements</i> , 4 th Edition, Pearson Education. William J. Stevenson (2009) <i>Operations Management</i> , 9 th Edition, Tata McGraw-Hill Edition
Evaluation Scheme	In-Semester evaluation 50% End-Semester evaluation 50% Total 100%