



Programme Specifications

MBA Programme

Programme:
Operations Management

Department:
Management Studies

Faculty of Management and Commerce
M.S. Ramaiah University of Applied Sciences

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

www.msruas.ac.in

 Programme Specifications: M.B.A. in Operations Management

Faculty	Faculty of Management and Commerce (FMC)
Department	Management Studies
Programme	M.B.A. in Operations Management
Dean of Faculty	Dr. H S Srivatsa
HOD	Dr. H.S. Srivatsa

1. Title of the Award

M.B.A. in Operations Management

2. Modes of StudyFull-Time Part-Time **3. Awarding Institution /Body**

M.S. Ramaiah University of Applied Sciences – Bangalore, India

4. Joint Award

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5. Teaching Institution

Faculty of Management and Commerce (FMC)

M.S. Ramaiah University of Applied Sciences - Bangalore, India

6. Date of Programme Specifications

September 2019

7. Date of Programme Approval by the Academic Council of MSRUAS

September 2019

8. Next Review Date

September 2021

9. Programme Approving Regulatory Body and Date of Approval

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10. Programme Accrediting Body and Date of Accreditation

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11. Grade Awarded by the Accreditation Body

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12. Programme Accreditation Validity

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13. Programme Benchmark

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14. Rationale for the Programme

Operations management deals with transformation process of input resources into goods or services. Globally, operations account for more than 60 per cent of cash outflow. In particular, operations manager deals with devising strategies, designing processes, planning and controlling of scarce resources. Due to opening up of global markets, managing operations for diverse organisations is becoming complex. According to Delloite's report, availability of high quality human talent to manage operations is viewed as critical competitiveness driver. Moreover, organisations are strategically moving their operations closer to their end markets in order to reduce costs and risks.

Based on competitiveness index survey 2013-14, emerging markets like India is considered as one of the competitive regions for conducting business. Due to this unprecedented growth, there exists scope for adapting effective operations management practices to improve performance. Bengaluru houses many world class companies like Toyota, Cap Gemini, HoneyWell, Tesco along with large number of medium and small scale industries. To survive and grow, these organisations require around 500-600 operations personnel and managers annually with a postgraduate degree in management for the next 5-6 years. It is the primary responsibility of the universities to produce quality graduates to leverage growth. Hence, a post graduate degree is essential to carry out analysis and recommend suitable competitive strategies for sustainable growth.

In order to fill this gap, M.S. Ramaiah University of Applied Sciences (MSRUAS) has been offering operations management programme at the postgraduate level since 2007. The programme inculcates a research culture to develop, analyse and adapt appropriate operations strategy for a process and is designed in consultation with industry professionals and foreign Universities. Once organisations stabilise their operations process, they look for universities for academic research to enhance their productivity. This culture envisages MSRUAS to create knowledge base in operations management and share experiences to student community through case studies. The graduates are getting opportunities in the well known business houses mentioned earlier; a few of them are taking entrepreneurship route and many of them have taken research route for growth. In fact, operations management is one of the flagship courses of Faculty of Management and Commerce. Over the years, the department has grown intellectually and has developed a reputation amongst students, parents, and corporates. The Faculty of Management and Commerce plans for further development of operations management programme to compete with the best universities in the world by attracting high quality graduates as well as teaching talent from all over the country and abroad.

15. Programme Aim

The aim of the programme is to create professional management graduates specialising in operations management who can devise strategies, design processes, plan and control resources to achieve the stated business goals.

16. Programme Objectives

Students will be able to apply the knowledge, understanding and skills acquired to optimally use scarce resources. Emphasis will be placed on total factor productivity approach to improve transparency and mitigate risks for a business process.

The specific programme objectives are:

1. To impart knowledge and understanding on principles of management in general and operations management principles in particular
2. To design operations model for a stated business activity
3. To optimise the operations model through simulations and validations
4. To plan and allocate physical and human resources for execution of operations
5. To interpret supply chain management and logistic requirements and develop strategies for enhanced operational performance
6. To provide general perspective and opportunities for a career in business operations
7. To build, train and manage competent teams to execute operations
8. To encourage students in teamwork, lifelong learning and continuous improvement

17. Intended Learning Outcomes of the Programme

The intended learning outcomes are listed under four headings:

1. Knowledge and Understanding, 2. Cognitive Skills, 3. Practical Skills and
4. Capability/ Transferable Skills.

17.1 Knowledge and Understanding

After undergoing this Programme, a student will be able to:

- KU1: Discuss the principles of operations management in the current business scenario
- KU2: Explain operation planning and control process for a business activity
- KU3: Identify project appraisal, quality management systems and benchmarking techniques for productivity improvement
- KU4: Categorise the merits of newer practices for managing operations effectively

17.2 Cognitive Skills

After undergoing this Programme, a student will be able to:

- CS1: Identify process bottlenecks and develop strategies for enhancement of operational performance
- CS2: Develop models for operations plan and validate statistically
- CS3: Analyse and select appropriate optimisation techniques and tools for managing scarce resources effectively
- CS4: Identify and implement best practices of project and quality management for a business process

17.3 Practical Skills

After undergoing this Programme, a student will be able to:

- PS1: Virtually plan and schedule activities of operations for a business activity
- PS2: Conduct field/experimentation/observation study for designing processes and evaluate the client requirements
- PS3: Effectively communicate ideas, arguments and concepts in a team
- *PS4: Use statistical, optimisation and software packages for minimising uncertainties in operational decisions

17.4 Capability/Transferable Skills

After undergoing the Programme, a student will be able to

- TS1: Develop a technical report on competitive operations
- TS2: Adapt a reflective approach to personal development and embrace the philosophy of continuous improvement
- TS3: Present information concisely in narrative and oral form
- TS4: Work effectively in teams

18. Programme Structure

The following are the courses a student is required to successfully complete for the award of the degree. The Programme is delivered as per the Time-Table for every batch.

SEMESTER 1

	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Marks
1	19MBA501A	Managerial Skills	3	--	--	3	100
2	19MBA502A	Human Resource Management	4	--	--	4	100
3	19MBA503A	Managerial Economics	3	--	--	3	100
4	19MBA504A	Managerial Accounts	4	--	--	4	100
5	19MBA505A	Marketing Management	4	--	--	4	100
6	19MBA506A	Operations Management	4	--	--	4	100
7	19MBA507A	Business Communication	3	--	--	3	100
8	19MBA508A	Review of Mathematics	3	--	--	3	100
Total			28	--	--	28	800
Total number of contact hours per week			28 hours				
Number of credits can be registered			Minimum	24	Maximum	28	

SEMESTER 2

	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Marks
1	19MBA509A	Strategic Management	4	--	--	4	100
2	19MBA510A	Business Statistics & Analytics	4	--	--	4	100
3	19MBA511A	Management Information System	4	--	--	4	100
4	19MBA512A	Business Law	3	--	--	3	100
5	19MBA513A	Corporate Finance	4	--	--	4	100
6	19MBA514A	Ethics, CSR & Sustainability	3	--	--	3	100
7	19MBA515A	Entrepreneurship Development	4	--	--	4	100
Total			26	--	--	26	700
Total number of contact hours per week			26 hours				
Number of credits can be registered			Minimum	22	Maximum	26	

SEMESTER 3

	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Marks
1	19OPM501A	Production & Services Management	3	--	--	3	100
2	19OPM502A	Quantitative Methods for Decision Making	3	--	--	3	100
3	19OPM503A	Inventory Management	3	--	--	3	100
4	19OPM504A	Quality Toolkit for Managers / MOOC	3	--	--	3	100
5	19OPM505A	Project Management / MOOC	3	--	--	3	100
6	19OPM506A	Logistics & Supply Chain Management	3	--	--	3	100
7	19OPM507A	Machine Learning for Business	3	--	--	3	100
8	19OPM598A	Summer Internship ^{2,3}	--	--	6	6	100
Total			21	--	6	27	800
Total number of contact hours per week			27 hours				
Number of credits can be registered			Minimum	24	Maximum	27	

SEMESTER 4

	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Marks
1	19MBA516A	Research Methodology	2	--	--	2	100
2	19OPM599A	Group Project ⁴	--	--	5	5	100
3	19OPM600A	MBA Thesis & Publication	--	--	14	14	200
Total			2		19	21	400
Total number of contact hours per week			21 hours				
Number of credits can be registered			Minimum	16	Maximum	21	

Note:

1. The Vacations and other activities shall be as per the Time-Table for the corresponding batch.
2. Students will undergo Summer Internship between 2nd and 3rd Semester
3. Summer Internship will be evaluated in the 3rd semester
4. Group Project will be initiated in Semester 3 and evaluated in Semester 4

19. Programme Delivery Structure

The Programme is delivered as per the Time-Table for every batch.

20. Teaching and Learning Methods

The course delivery comprises of combination of few or all of the following:

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Cases, Case study, Caselets
4. Demonstrations
5. Guest Lectures
6. Laboratory/Field work
7. Industry Visit
8. Seminars/Conferences
9. Group Exercises
10. Project Exhibitions
11. Management Festivals

21. Group Work

19OPM599A Group Project

Students will carry out a group project and each group shall have up to five students. The purpose of group project is to develop business plan for societal and environmental benefits of new product/services. The students are required to analyse and validate the benefits of proposed business plan through appropriate research methodology. In addition, students are expected to prepare a report for assessment and intellectual property rights of complete work lies with the University. The students are required to sign an agreement before the commencement of the project. The project should be approved by a committee of examiners before starting the project. Students can choose from the projects database available with the concerned department. The details and evaluation procedure is provided in Operation Manual / Student Handbook.

22. MBA Thesis and Publication

19OPM600A Student can choose a topic for Thesis in consultation with the Supervisor.

Journal / Conference Publication

A student is required to submit a paper for publication in a journal / conference which is approved by the Supervisor.

23. Assessment and Grading

A module assessment will have two components:

Component - 1

CE: 50% weightage

Course Leader can choose from the following at their discretion: Assignment/ Case Study discussion/ Surprise Quiz/ Field work/ Role play/ Poster presentation/ Group Discussion/ Video demonstration/ Write ups/ Debate / Term paper

Component - 2

SEE: 50% weightage

(Note: For more details on the break-ups, please refer to the Course Specifications)

A student is required to score minimum of 40% in SEE and overall 40% for successful completion of a course and earning the credits.

24. Failure and Re-registration

1. A student having met attendance requirement but happens to get less than 40% in SEE and less than 40% overall will be given make up opportunity during Supplementary Term when offered during regular semester.
2. A student, who fails to meet attendance criteria, has to Re-register when offered in the next opportunity.
3. The maximum number of such opportunities are limited and as per the Academic Regulations governing this Programme.

25. Attendance

A student is required to have a minimum of 80% attendance to be eligible to write the examination and assignment submission. Less than 80% attendance is considered to be FAIL; such a student is required to follow the same procedure as that of a failed student.

Any condoning of shortfall of the attendance is as per the Academic Regulations for MBA Programme.

26. Award of Class

As per the Academic Regulations for M.B.A. Programme.

27. Student Support for Learning

Students are given the following support:

1. Reference Books in the Library
2. Pre-reads and handouts
3. Cases/ Case Study and Caselets
4. Magazines and Journals
5. Internet Facility
6. Computing Facility
7. Laboratory Facility
8. Workshop Facility
9. Staff Support
10. Lounges for Discussions
11. Any other support that enhances their learning

28. Quality Control Measures

The following are the Quality Control Measures:

1. Review of Lesson Plan and Course Pack at the Department Peer Level
2. Review of Question Papers at the Department Peer Level
3. Student Feedback
4. Opportunities for the students to see their assessed work
5. Staff Student Consultative Committee Meetings
6. Student Exit Feedback

29. Curriculum Map

	Knowledge and Understanding				Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving, Innovation)				Practical Skills			
	KU1	KU2	KU3	KU4	CS1	CS2	CS3	CS4	PS1	PS2	PS3	PS4
19MBA501A	X	X						X	X			
19MBA502A	X			X							X	
19MBA503A	X		X									
19MBA504A	X		X									
19MBA505A		X	X		X			X	X		X	
19MBA506A	X	X	X	X	X	X	X	X	X	X	X	X
19MBA507A											X	
19MBA508A						X						X
19MBA509A					X							
19MBA510A						X	X					X
19MBA511A		X					X			X		X
19MBA512A											X	
19MBA513A			X			X				X	X	
19MBA514A											X	
19MBA515A			X					X			X	
19MBA516A			X			X	X			X	X	X
19OPM501A	X	X	X		X	X			X		X	
19OPM502A					X	X				X		X
19OPM503A					X		X		X			X
19OPM504A			X					X		X	X	
19OPM505A		X	X		X		X			X		
19OPM506A		X	X		X				X			X
19OPM507A						X	X		X			X
19OPM598A		X	X	X	X			X		X	X	
19OPM599A	X	X	X	X	X	X	X	X	X	X	X	X
19OPM600A	X	X	X	X	X	X	X	X	X	X	X	X

30. Capability / Transferable Skills Map

Course Code	Group work	Self-learning	Research Skills	Written Communication Skills	Verbal Communication Skills	Presentation Skills	Behavioural Skills	Information Management	Personal management/ Leadership Skills
19MBA501A	X	X		X	X	X	X	X	X
19MBA502A	X	X		X	X	X	X	X	X
19MBA503A		X		X		X		X	X
19MBA504A		X		X		X		X	X
19MBA505A	X	X	X	X	X	X	X	X	X
19MBA506A	X	X		X	X	X		X	X
19MBA507A	X	X		X	X	X	X	X	X
19MBA508A		X	X						X
19MBA509A	X	X		X	X	X	X	X	X
19MBA510A		X	X	X		X	X	X	X
19MBA511A	X	X		X		X	X	X	X
19MBA512A	X	X		X	X	X	X	X	X
19MBA513A	X	X		X	X	X	X	X	X
19MBA514A	X	X		X	X	X	X	X	X
19MBA515A	X	X		X	X	X	X	X	X
19MBA516A		X	X	X	X	X		X	
19OPM501A	X	X	X	X	X	X		X	X
19OPM502A	X	X	X	X	X	X		X	X
19OPM503A	X	X	X	X	X	X		X	X
19OPM504A	X	X	X	X	X	X		X	X
19OPM505A	X	X	X	X	X	X		X	X
19OPM506A	X	X	X	X	X	X		X	X
19OPM507A	X	X	X	X	X	X		X	X
19OPM598A		X		X	X	X	X	X	X
19OPM599A	X	X	X	X	X	X	X	X	X
19OPM600A		X	X	X	X	X	X	X	X

31. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities for them to enhance their knowledge and network.

32. Cultural and Literary Activities

To remind and ignite the creative endeavors annual cultural festivals are held and the students are made to plan and organise the activities.

33. Sports and Athletics

Students are encouraged to develop a habit of taking part in outdoor and indoor games on a daily basis.

