

## BBM.SDC: 2.3 - Production Management

**Objectives:** *To enable the students to understand the various aspects relating to production and operation*

**Pedagogy:** *Combination of class room teaching, case study, analysis, group discussion and field work.*

### *Course Inputs*

**Unit 1: Introduction to Production and Operations Management** **12 Hours**  
Introduction - Meaning & Definition – Classification - Objectives and scope of Production and operation Management - Objectives of Operations Management – Scope of Production and Operations management. Automation: Introduction – Meaning and Definition – Need – Types - advantages and Disadvantages.

**Unit 2: Plant Location and Layout** **08 Hours**  
Introduction – Meaning & Definition - Factors affecting location, theory and practices, cost factor in location - plant layout principles - space requirement, Different types of facilities, Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

**Unit 3: Materials Management** **10 Hours**  
Introduction – Meaning & Definition - Purchasing, selection of suppliers, inventory management, material handling principles and practices, economic consideration, criteria for selection of materials handling equipment, standardization, codification, simplification, inventory control, Techniques of inventory control - Value analysis, value engineering – Human engineering - Inter- relationship of plant layout and materials handling, SCM

**Unit 4: Production Planning and Quality Control** **10 Hours**  
Objectives and concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control - Statistical quality control, Quality management, Control charts and operating characteristic curves, acceptance sampling procedures, quality circle.

**Unit 5: Time and Motion Study** **12 Hours**  
Introduction – Productivity – factors influencing productivity - Concept of Standard Time, Method study, time and motion study, charts and diagrams, work measurements.

Introduction – Meaning – Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

**Skill Development Activities:**

1. Visit any industry and list out the stages of PPC with as many details as possible.
2. List out the Functions of Materials management in an organization
3. Describe the Functions of Quality Circles in an industry
4. Draw a ISO specification chart
5. Visit a company and List out Environmental issues.
6. Visit a company and draw a chart on Plant layout.

**Reference:**

- 1) SN Chary, Production & Operations Management
- 2) Ashwathappa. K & Sridhar Bhatt : Production & Operations Management
- 3) U. Kachru, Production & Operations Management
- 4) Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management
- 5) K KAhuja, Production Management
- 6) S.A.Chunawalla& Patel: Production & Operations Management
- 7) Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management
- 8) Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management
- 9) Thomas E. Morton, Production Operations Management
- 10)Gondhalekar &Salunkhe : Productivity Techniques

## BBM Core: 2.4 - Marketing Management

**Objectives:** *To provide conceptual understanding and latest marketing concepts and practices..*

**Pedagogy:** *Combination of class room teaching, case study analysis, group discussion and field work.*

### Course Inputs

**Unit-1: Marketing:**

**06 Hours**

Meaning and Definition – importance – Traditional and modern concepts of marketing - functions of marketing.

**Unit-2: Marketing Management**

**08 Hours**

:Meaning – nature and Characteristics –Objectives and Importance – Marketing Management Process –Marketing Concepts.

**Unit-3: Consumer Behavior:**

**10 Hours**

Meaning and Definition – Characteristics –Factors influencing – Consumer Behavior – Physical & Psychological – social, cultural, personal factors.

**Unit-4: Marketing Mix- Product:**

**10 Hours**

Meaning, Definition, Product concept, Types (Consumer and Industrial Products), Product life cycle –meaning and stages, new product planning and Development –meaning and stages.

**Unit-5: Marketing Mix- Pricing:**

**16 Hours**

Meaning – Definition – Objectives –factors influence pricing decisions – pricing methods.

**Unit-6: Marketing Mix- Promotion:**

**14 Hours**

Meaning – promotion mix –advertising – meaning – advantages -criticism – personal selling – meaning – functions of salesman – sales promotion – meaning and tools – public relations – meaning and importance.

### **Skill Development Activity:**

1. Analyze consumer behavior for a imaginary product by interacting with a few selected consumers.
2. Draw a chart showing product life cycle of a consumer durable product.
3. Collect the data of pricing methods adopted in the concerns of your locality.
4. Develop an advertisement copy for any product of your choice.
5. List out the distribution channels available for consumer and industrial goods.
6. Collect an advertisement from any newspaper and analyze its features and suitability.

### **Books for Reference**

1. Marketing Management by Phillip Kotler
2. Marketing Management by William J Stanton.
3. Marketing Management by Sherlekar S.A.
4. Marketing Management by B.S. Raman
5. Marketing Management by Ramaswamy

