

# Operations Strategy and Research



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## Description

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**Indian Economy and Trade Dependencies**

Unit

Contents

Sessions

1

Introduction: Importance and Linkage with Corporate strategy, Strategies and Values, Competing through Operations. Operation Strategy in Global Economy- Strategic Alliances and Production Sharing, Fluctuations of International Financial Conditions and International Companies. Changing Nature of World Business.

Quality, Customer Service and Cost Challenges and Social Responsibility, Current Perspective-Strategic Fit.

2

Methodology for Developing Operations Strategy: Value as Business Concept – Strategic Issues in Manufacturing – Value Chain Concept Focus, Core Competence and Distinctive Capabilities – Stake Holders & Strategy, Checking Markets, Outcome of Market Debate – Linking Manufacturing to Markets – Strategic Integration – Why Products Sell in the Markets – Order Winners, Order Qualifiers. Lean Systems-Eliminating Waste.

3

Operation Strategy Implementation: Technology Strategy Issues in New Product Development Time to Market – Strategic Nature of Process– Business Implication of Process Choice – Hybrid Process. Change Management and Sustainability Procedure – Company or Plant Based Profiles – Decisions for Product Reallocation – Downsizing – Capacity Decisions Progression & Regression. Evaluating Various Tradeoffs Alternatives – Focused Manufacturing – Product or Process Focus – Make or Buy – Merits/Demerits – Value Chain Approach – Just in Time – Lean Manufacturing.

4

Linear Programming: Formulation of LPP, Simplex Method, Duality, Sensitivity Analysis, Goal Programming, (Numerical is Expected on Simplex Method)

5

Decision Trees: Concept of Decision Making & Decision Trees; Application of Decision Trees in Making Manufacturing Decisions like Expansion of Present Plant, Build New Plant or Sub-contract. (Numerical is Expected on Decision Tree).

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