

Programme: Master of Business Administration

Semester III

MBA 951-18

OPERATION STRATEGY

Objective: The course aims at providing fundamental knowledge of strategy and its implications in operations management. The course will cover strategy concepts, issues and techniques for efficient and effective operations.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the strategic role of operations management in creating and enhancing a firm's competitive advantages.
CO2	Analyze, evaluate and recommend changes in the operations strategy of an organization.
CO3	Demonstrate a managerial point of view i.e. capacity for analyzing operations problems on a functional, business and company wide basis.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)