

Course: Manufacturing Strategy

Course Code: noc21-mg68

Session: 2020-21

Duration: 8 Weeks

Assessment procedures: Weekly Assignment (25%) + proctored certification Exam (75%)

Curriculum of the Course:

Week 1 :

- (1) Manufacturing output
- (2) Operations Systems
- (3) Operations Strategy
- (4) Functional strategy within context of a firm
- (5) Functional dominance within corporate strategy

Week 2 :

- (1) Concept of world class manufacturing organization
- (2) 6 Ps of Manufacturing
- (3) Skinners' view and Hayes and Wheelwright framework of Manufacturing Strategy
- (4) Alternative paradigm of manufacturing strategy
- (5) Some generic manufacturing strategies I

Week 3 :

- (1) Developing a manufacturing strategy
- (2) Understanding markets
- (3) The concept of order winners and qualifiers
- (4) Basic Characteristics and Specific Dimensions of Order Winners and Qualifiers
- (5) Some specific order winners and qualifiers I

Week 4 :

- (1) Some specific order winners and qualifiers II
- (2) Some specific order winners and qualifiers III
- (3) Some specific order winners and qualifiers (Non operation related criteria)
- (4) Developing an Operations Strategy: Methodology
- (5) Developing an Operations Strategy

Week 5 :

- (1) Developing an Operations Strategy: Roth and Miller Classification
- (2) Enlightened View of Manufacturing
- (3) Manufacturing Strategy Taxonomy: Some evidences from China
- (4) Quality Management and Manufacturing Excellence
- (5) Total Quality Management and Manufacturing Excellence

Week 6 :

- (1) Deming's approach to Quality
- (2) Business Excellence Awards
- (3) Process Choice
- (4) Process Choice: 3 Dimensional View

(5) Product Profiling

Week 7 :

(1) Critical success factors for World Class Manufacturing

(2) Value Added Engineering

(3) Total Employee Involvement

(4) HR theories for Operations Strategy

(5) Flexible Manufacturing system

Week 8 :

(1) Concept of Focus wrt Manufacturing Strategy

(2) Toyota production System I

(3) Toyota production System II

(4) World Class Manufacturing and India

(5) Achieving World Class Status

List of students enrolled

S. No	Name of Students
1	Puneet Kumawat
2	Rishabh Shrivastava