



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA204 OPERATION MANAGEMENT

I YEAR / II SEMESTER

UNIT 1 - INTRODUCTION TO OPERATION MANAGEMENT

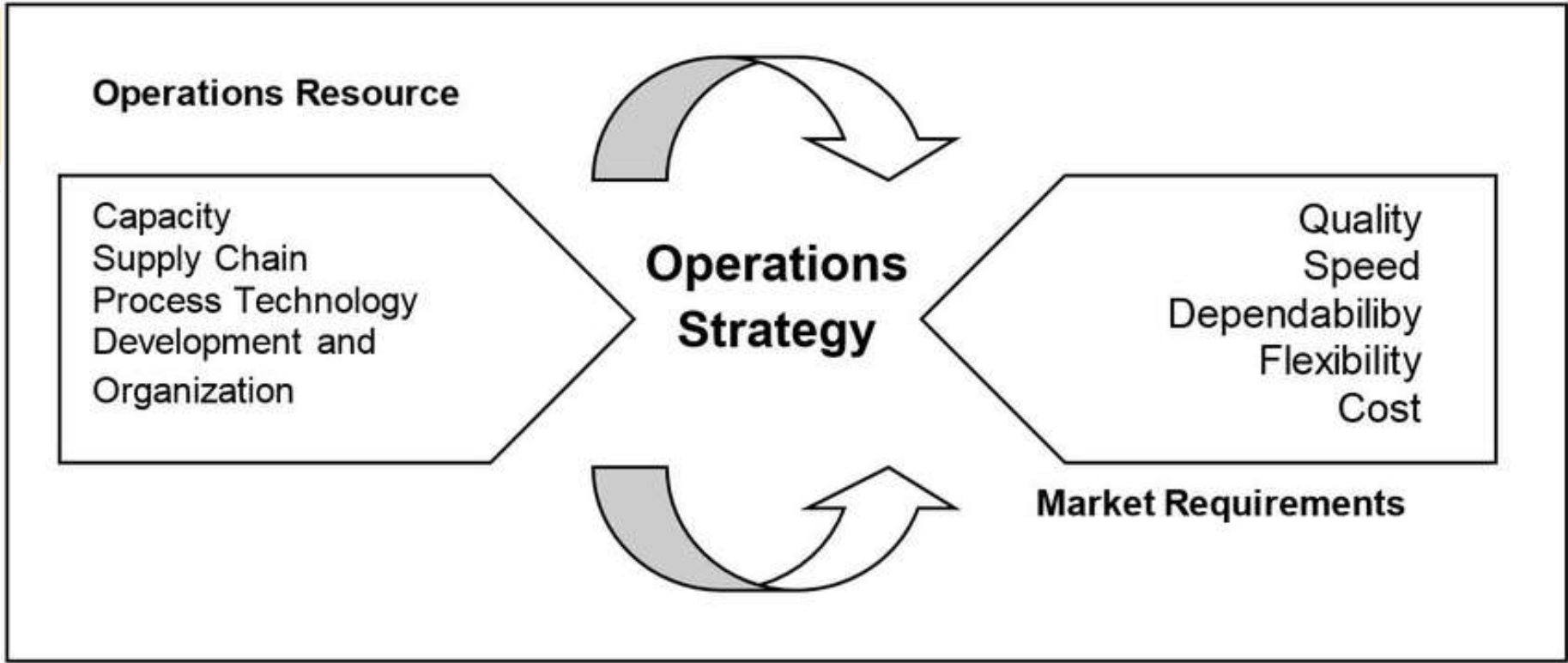


Operations strategy

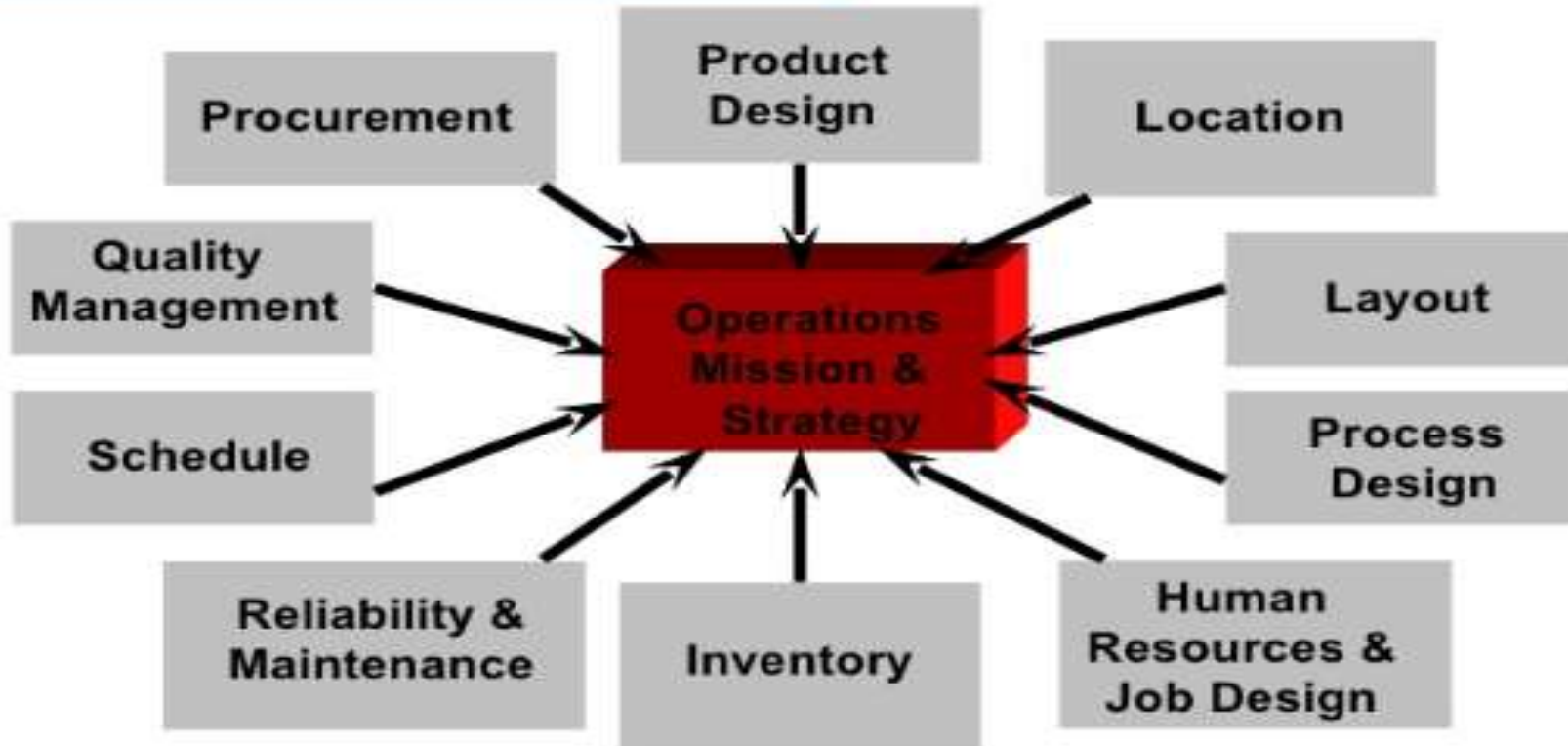
Operations strategy is the plan developed by the management team of an organization to allocate funding to the business. This plan is constructed after the overall strategy of the business has been created; thus, the operations strategy supports the strategic direction of the firm.

Operations Strategy

Framework to improve Products,
Services & Operations Processes



Operation Strategy - Elements



Product Design



Product Design Importance Example



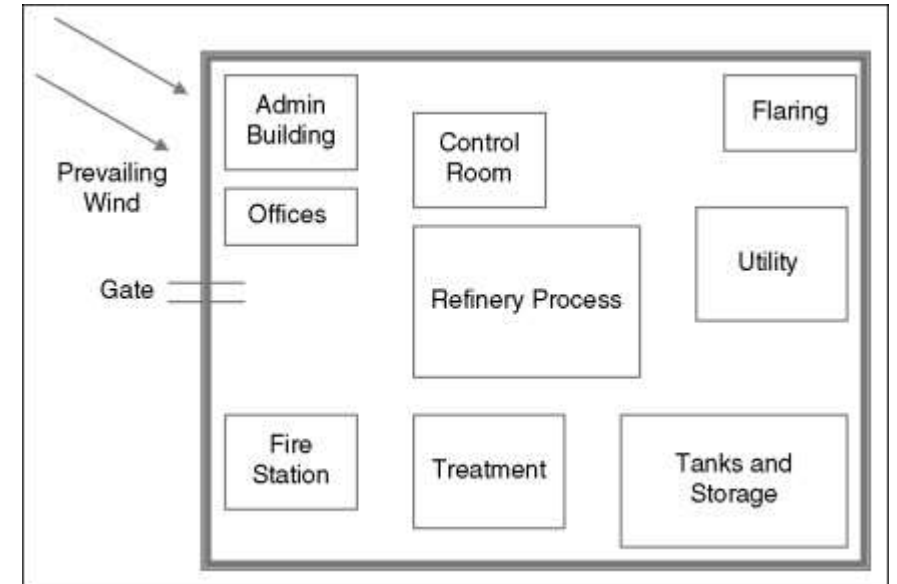
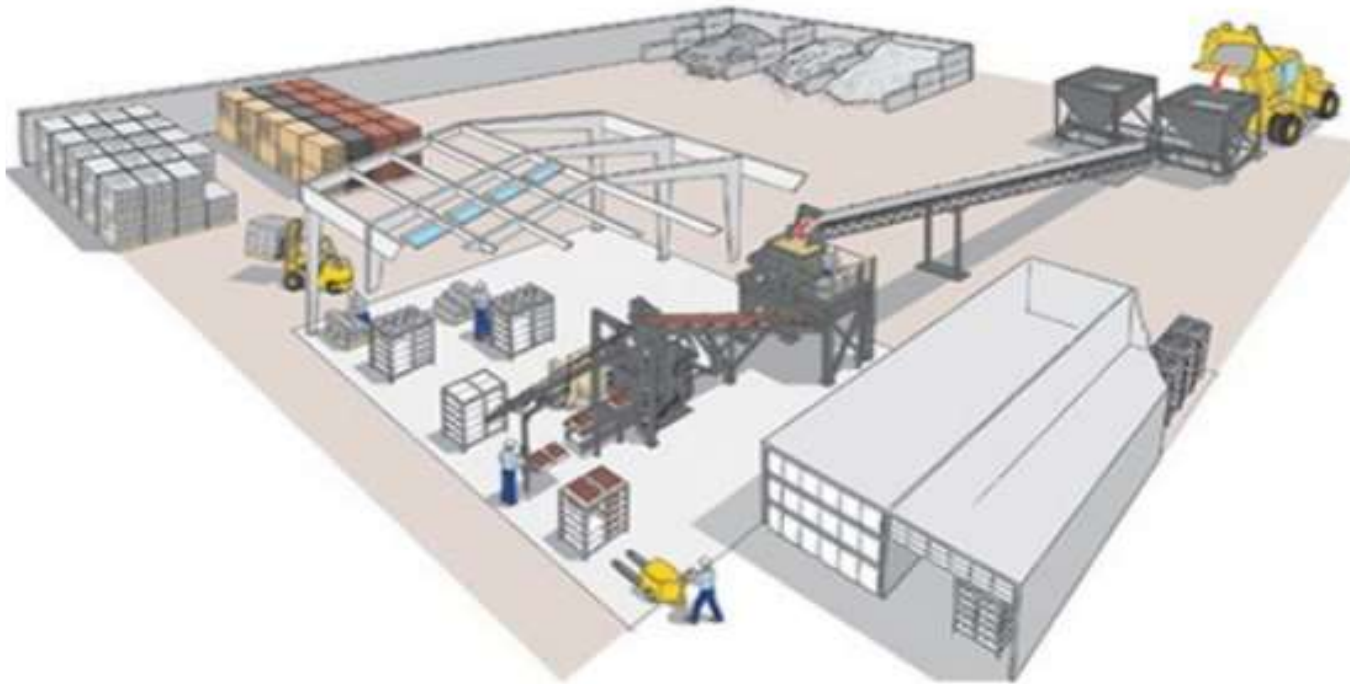
Plant Location



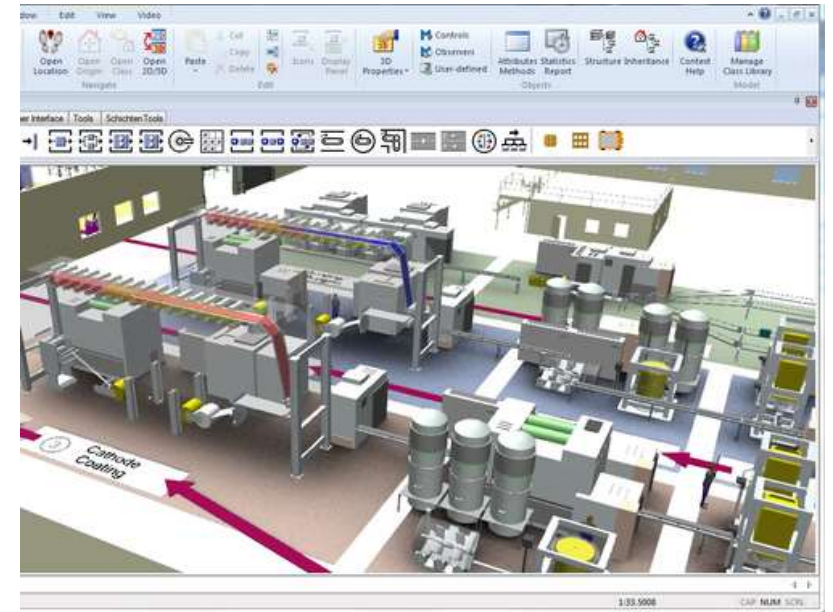
Thermal Power Station (Coal)



Layout - Plant Layout

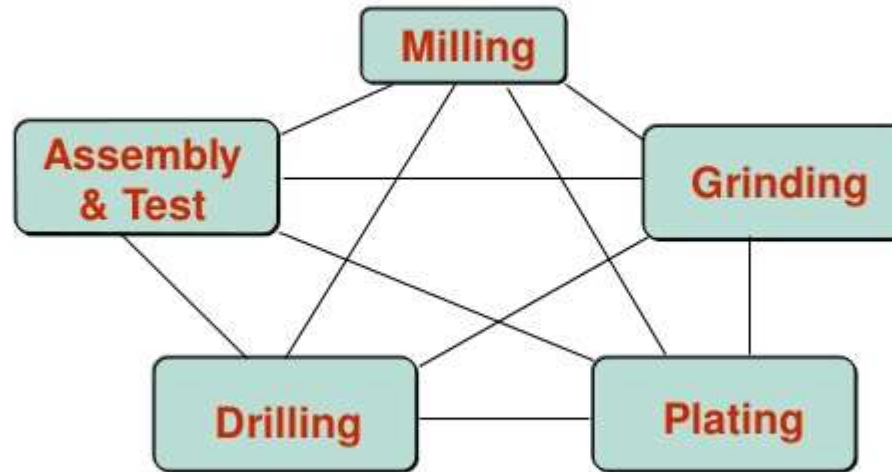


Plant Layout



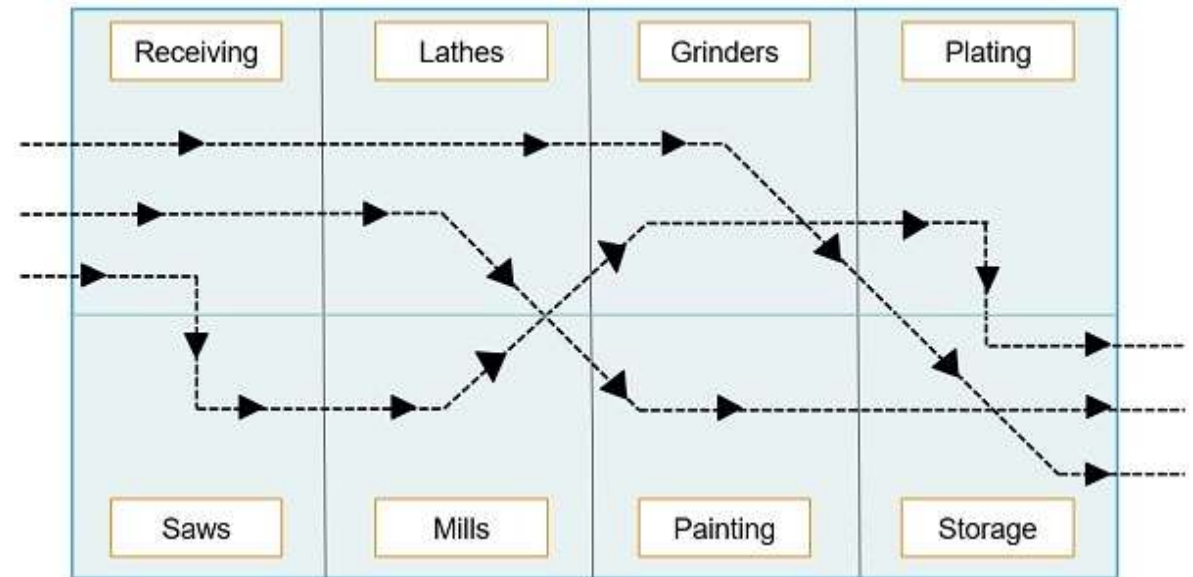
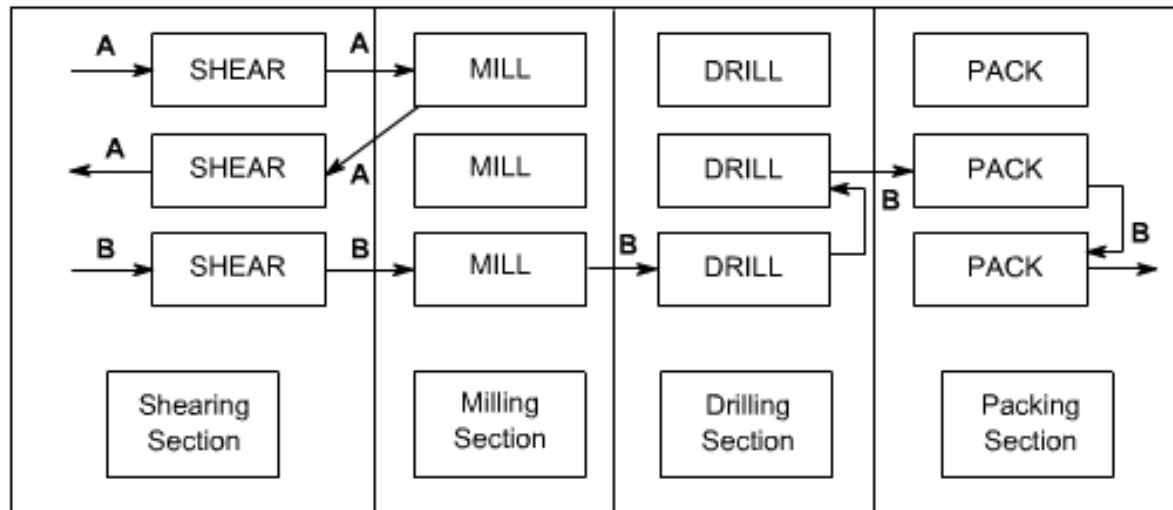
Layout - Process Layout

WHAT DOES A PROCESS LAYOUT LOOK LIKE



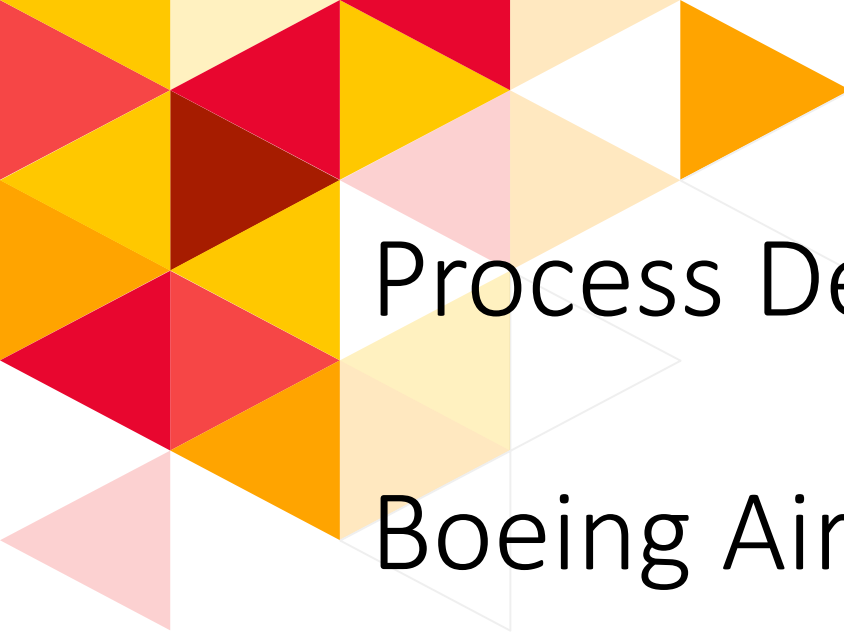
Process Layout - work travels to dedicated process centers

Process Layout



Process Design - Assembly line





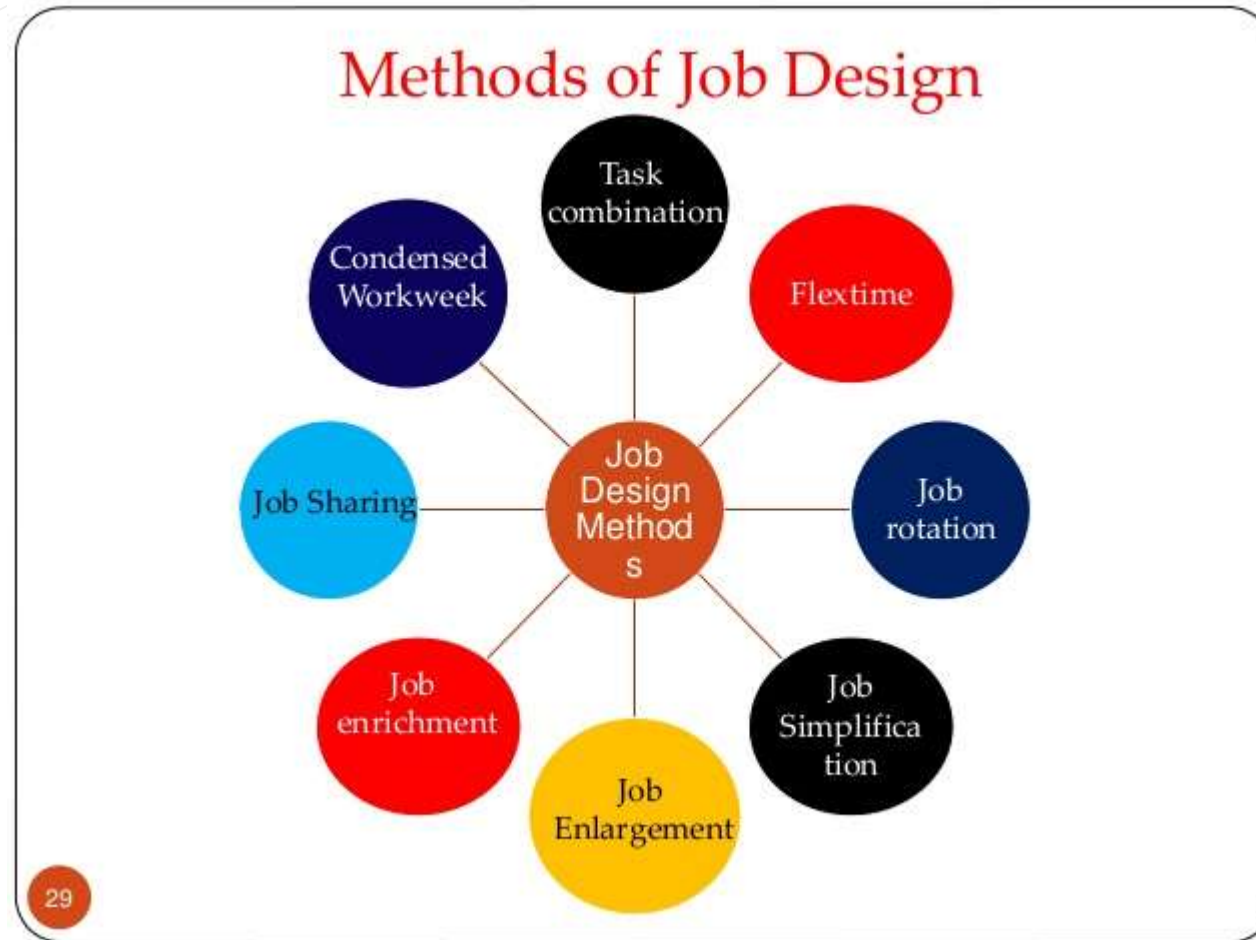
Process Design - Assembly line

Boeing Airplane

<https://www.youtube.com/watch?v=liZ0WEEsuz4>



Human Resource & Job Design





Inventory forms



Inventory - Example Amazon Warehouse



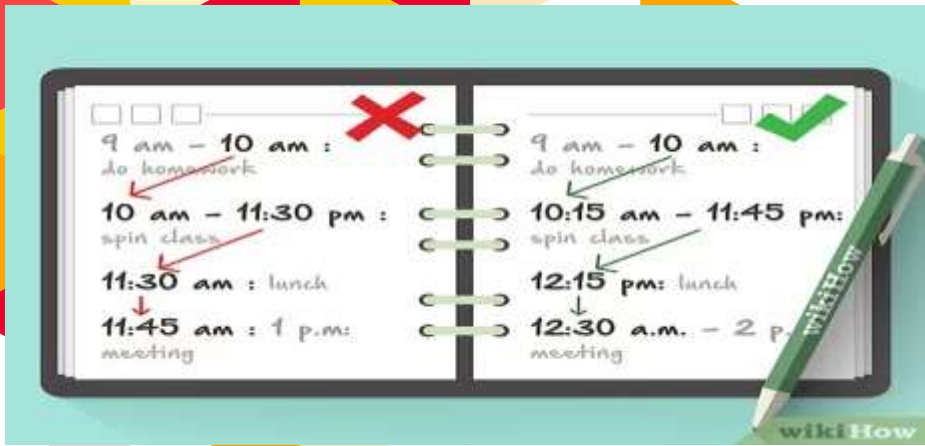


Maintenances

Time, Cost & Quality



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Scheduling - Automated Production line

<https://www.youtube.com/watch?v=nLzgjwVm-iM>



Procurement





Quality Management

Testing or Quality Check

AMUL ICE CREAM QUALITY

<https://www.youtube.com/watch?v=5Yqa3vK83G0>



Operation Strategy

McDonald's Operations Management, Productivity

<http://panmore.com/mcdonalds-operations-management-10-decisions-areas-productivity>



