

MBA II Year	MBA-E323/423		Semester-III/IV		
	World Class Manufacturing				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
<b>3 Hrs.</b>	<b>30 (20+10)</b>	<b>70</b>	<b>100</b>	<b>03</b>	<b>40</b>

**OBJECTIVE:** To make students aware of manufacturing practices and current world class manufacturing trends.

- Manufacturing's role in corporate strategy, New emerging paradigm in manufacturing, manufacturing flexibility, value creation, dependability, quality; cost and innovation; analysis and enhancement of the manufacturing advantage. **(8 hours)**
- Gaining Competitive Edge through WCM: Meaning of WCM and its models, Philosophy and Practices of WCM, Quality in WCM. **(8 hours)**
- Manufacturing technology strategies, its Systems and Tools for WCM: vertical integration, sourcing and outsourcing; organization focus and manuf. strategy, selecting, developing and exploiting manu. Overview of Systems and Tools, Information Management Tools, Material Processing and Material Handling Tools, Assessment of Manufacturing Systems and Tools. **Case Study1:** Enabling excellence in operations through technological innovation **(8 hours)**
- Manufacturing infrastructure development. Monitoring World Class Performance. Implementation of WCM, Need for Performance Management, Monitoring and Controlling Performance Tools. **(8 hours)**
- The Indian Scenario of WCM: Competitiveness and Performance of Indian Manufacturers, Objectives and Strategies, Use of IT in WCM. **Case Study2:** Entrepreneurship and engineering: the triumph of All India Warehousing Private Ltd **(8 hours)**

**SUGGESTED READINGS:**

1. Hill and Hills (1993). *Manufacturing Strategy*, McGraw Hills, New Delhi.
2. Sahay, Saxena and Ashish Kumar (2000). *World Class Manufacturing. A Strategic Perspective*. Macmillan, New Delhi.
3. Todd, Jim. (1995). *World Class Manufacturing*. McGraw Hill, New Delhi.
4. Miltenmurg, John. (1995). *Manufacturing Strategy*, 1st Edition: How to Formulate and Implement a Winning Plan (Manufacturing & Production)., Productivity Press. Chennai.
5. Kim, Hua, Tan & Matthews, Rupert. (2009). *Operations Strategy in Action: A Guide to the Theory and Practice of Implementation*. Edward Elgar Publishing, UK.
6. **Case Study1:** Meeta Dasgupta, (2011), "Enabling excellence in operations through technological innovation", Emerald Emerging Markets Case Studies, Vol. 1 Iss 2 pp. 1 – 22. Permanent link to this document: <http://dx.doi.org/10.1108/20450621111151767>.
7. **Case Study2:** Ankush Guha Saroj Koul, (2013), "Entrepreneurship and engineering: the triumph of All India Warehousing Private Ltd", Emerald Emerging Markets Case Studies, Vol. 3 Iss 4 pp. 1 – 8. Permanent link to this document: <http://dx.doi.org/10.1108/EEMCS-06-2013-0073>

**NOTE:** The list of cases, specific reference and books including recent articles will be announced in the class by concerned teachers from time to time.