

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

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<b>Course Code</b>	<b>MFT5SEOQ09 MBM5SEOQ09 MFB5SEOQ07</b>
<b>Course Title</b>	<b>Operations Strategy and Competitiveness</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Relate Operations Strategy to Business Strategy.
2. Plan out capacity and sourcing strategies for organizations.
3. Develop operations strategies to gain competitive advantage.

**Syllabus**

**Teaching Hours**

<p><b>Unit I: Operations Strategy: Concepts and Values and Competencies</b></p> <ul style="list-style-type: none"> <li>• Introduction to Operations Strategy</li> <li>• Relationship between Business Grand Strategy and Operations Strategy</li> <li>• Operations Strategy and Competitive Dimensions via Competencies</li> </ul>	04
<p><b>Unit II: Resource View: Asset Strategy</b></p> <ul style="list-style-type: none"> <li>• Capacity Strategy</li> <li>• Process Technology Strategy</li> </ul>	04
<p><b>Unit III: The Process View: Strategic Sourcing and Supplier relations</b></p> <ul style="list-style-type: none"> <li>• Make or Buy Decision</li> <li>• TCO and supplier economics</li> <li>• Supplier Buyer negotiations</li> <li>• Sourcing and Contracting</li> </ul>	04
<p><b>Unit IV: Strategy and Competitiveness</b></p> <ul style="list-style-type: none"> <li>• Strategic Fit: Fitting Operational Activities to Strategy</li> <li>• Attacking through Operations</li> <li>• Innovation Management</li> <li>• Allocating Resources to Strategic Alternatives</li> </ul>	03

**Suggested Readings:**

1. Slack, N., & Lewis, M., Operations Strategy, Pearson Education.
2. Mieghem, J.A.V., & Allon, G., Operations Strategy- Dynamic Ideas, Belmont, USA.
3. Garvin, D. A., Operations Strategy: Text and Cases, Prentice-Hall.
4. Stevenson, W., Operations Management, McGraw-Hill.
5. Russell, R.S., and Taylor, B.W., Operations and Supply Chain Management, Wiley.