

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

L	T	PW	C
1.5	-	-	1.5

Course Code	MFT5SEOQ13 MBM5SEOQ13 MFB5SEOQ11
Course Title	Strategic Outsourcing

Course Learning Outcomes (CLO):

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

1. Develop a strategic understanding of the business drivers that make organizations outsource key business functions.
2. Discuss various models and role of shared services
3. Illustrate the way forward for the outsourcing and the impact of technology

Syllabus

Teaching hours

<p>Unit I: Genesis and Importance of Strategic Outsourcing</p> <ul style="list-style-type: none"> • Genesis, rationale, objectives and Outsourcing • Scope and Challenges of Outsourcing • When to outsource / insource 	2
<p>Unit II: Models Based on Business Process Outsourcing</p> <ul style="list-style-type: none"> • Different Models and Application • Types of Functioning • Sourcing Strategy: Guidelines for choosing Outsourcing Partners • Outsourcing activities in different sectors 	3
<p>Unit III: Overview of Functional Outsourcing</p> <ul style="list-style-type: none"> • Sourcing Strategy • Guidelines for choosing Outsourcing Partners • Human Resources • Financing of BPO Organizations • Sales & Marketing • Quality - Processes and Compliance • Technology Infrastructure • Data Integrity / Security • Knowledge Services and other Service Offerings 	5
<p>Unit IV: Business Applications of Outsourcing</p> <ul style="list-style-type: none"> • Recent developments including Shared Services etc. • Outsourcing as a strategic advantage – Apple, Chinese manufacturing, Bangladesh & Textiles, India & IT etc. 	5

Suggested Readings:

1. Vinod, V., Business Process Outsourcing- A Supply Chain of Expertise, Prentice Hall India
2. Kulkarni, S., Business Process Outsourcing, Jaico Publishing House.

3. Linder, J., Outsourcing for Radical Change, American Management Association.
4. Schiederjans, J. M, Schiederjans, M. A., and Schiederjans, G. D., Outsourcing and Insourcing in an international context, Printice Hall India
5. Click, R., and Duening, T.N., Business Process Outsourcing: The Competitive Advantage. John Wiley & Sons.
6. Franklin, J.D., and Nakkiran, S., Business Process Outsourcing (BPO): Concept, Current Trends, Management, Future Challenges. Deep and Deep Publications.

w.e.f. Academic Year 2019-20 and onwards

