

SSLC, HSE, DIPLOMA, B.E/B.TECH, M.E/M.TECH, MBA, MCA

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OIM551 WORLD CLASS MANUFACTURING

DETAILED SYLLABUS

OBJECTIVES

- Understanding of the concept and importance of strategy planning for manufacturing industries
- To apply principles and techniques in the identifiable formulation and implementation of manufacturing strategy for competitive in global context.

UNIT I INDUSTRIAL DECLINE AND ASCENDANCY

Manufacturing excellence - US Manufacturers - French Manufacturers - Japan decade – American decade - Global decade

UNIT II BUILDING STRENGTH THROUGH CUSTOMER – FOCUSED PRINCIPLES

Customer - Focused principles - General principles - Design - Operations - Human resources - Quality and Process improvement - Promotion and Marketing

UNIT III VALUE AND VALUATION

Product Costing - Motivation to improve - Value of the enterprises QUALITY - The Organization: Bulwark of stability and effectiveness - Employee stability – Quality Individuals Vs. Teams - Team stability and cohesiveness - Project cohesiveness and stability

UNIT IV STRATEGIC LINKAGES

Product decisions and customer service - Multi-company planning - Internal manufacturing planning - Soothing the demand turbulence

UNIT V IMPEDIMENTS

Bad plant design - Mismanagement of capacity - Production Lines - Assembly Lines – Whole Plant Associates - Facilitators - Teamsmanship - Motivation and reward in the age of continuous Improvement

OUTCOMES:

- Able to understand the concept and the importance of manufacturing strategy for industrial enterprise competitiveness.

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- Apply appropriate techniques in the analysis and devaluation of company's opportunities for enhancing competitiveness in the local regional and global context.
- Identify formulation and implement strategies for manufacturing and therefore enterprise competitiveness.

TEXT BOOKS:

1. By Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs – “Operations Management for Competitive Advantage”, McGraw-Hill Irwin, ISBN 0072323159
2. Moore Ran, “Making Common Sense Common Practice: Models for Manufacturing Excellence”, Elsevier Multiworth
3. Narayanan V. K., “Managing Technology & Innovation for Competitive Advantage”, Pearson Education Inc.
4. Korgaonkar M. G., “Just In Time Manufacturing”, MacMillan Publishers India Ltd.,
5. Sahay B. S., Saxena K. B. C., Ashish Kumar, “World Class Manufacturing”, MacMillan Publishers