



# SNS COLLEGE OF TECHNOLOGY



Coimbatore - 35

23BAT613 – Operations Management

UNIT-I Introduction

Introduction to Operations Management

Presented by

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**1<sup>st</sup>**  
*Indian  
Institution  
To  
Implement*

**Design  
Thinking  
Curriculum**

Redesigning  
Common Mind and  
Business Towards  
Excellence



# TODAY'S TOPIC:

Introduction to Operations Management





Inputs  
(customers  
and/or  
materials)



Transformation Process  
(components)



Outputs  
(goods  
and  
services)

## Definition-Operations Management

Management of the conversion process which transforms inputs such as raw material and labor into outputs in the form of finished goods and services.



# PRODUCTION & OPERATIONS MANAGEMENT



- ▶ Production management
- ▶ Planning supervising
- ▶ Scheduling
- ▶ Enforcing adequate regulation to maximise output.

Production management includes making a decision related to

- ▶ Raw materials
- ▶ Quality and quantity
- ▶ Design of the product
- ▶ Packaging and pricing



# PRODUCTION VS OPERATION MANAGEMENT



## PRODUCTION MANAGEMENT:

- ▶ It has total control over production; the production manager draws up the **basic plan** for this purpose.
- ▶ Production management enforces scheduling to manage production **efficiently**.



## OPERATION MANAGEMENT:

- ▶ It develops a strategy that allows a company to maximise its resources and increase its **foothold** in the market in which it is operating.
- ▶ An effective management strategy here can improve a **company's financial standing**.





# FOUR ASPECTS OF OM

## 1. It is a systematic approach



- ▷ Understanding the **nature of issues and problems**
- ▷ Establishing the **measure of performance**
- ▷ Collecting the **relevant data**
- ▷ Use proper **tools for analysis**
- ▷ Develop **effective and efficient tools**



# CONTD...



- ▶ 2. It addressing various issues that an organization faces
  1. Systematic risk analysis
  2. Unsystematic risk analysis
  
- ▶ 3. Transformation process are central to OM
  1. It ensures that inputs are converted in to **useful outputs**
  2. The focus of OM is to address the **design, planning and operational control** of the transformation process





# CONTD...

4. The goal of the OM is to ensure that organization is able to keep the **cost to a minimum and obtain revenue** in excess of costs through careful planning and control of operations







## ASSESSMENT:



Managing, manufacturing, and service operations are important \_\_\_\_\_ activities.

- a. Social
- b. Economic
- c. Operational
- d. Management



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