



Operations Management- What, Why, and How?

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What is Operations Management?



Quantitative aspects of Operations Management are known as Operations Research

What is Operations Research?

- **Operations Research** is also known as Management Science.
- It had its early roots in World War II and is flourishing in business and industry with the aid of computer.

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Some Interesting Definitions of OR



- Art of winning the war without actually fighting it
- Art of finding bad answer to problems to which otherwise worse answer are given

What is Operations Research?



Operations

The activities carried out in an organization.

Research

The process of observation and testing characterized by the scientific method. Situation, problem statement, model construction, validation, experimentation, candidate solutions.

Operations Research is a quantitative approach to decision making based on the scientific method of problem solving.

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Operations Research in Practice



Any research producing practically usable knowledge (evidence, findings, information, etc.) which can improve program implementation (e.g. effectiveness, efficiency, quality, access, scale up, sustainability) regardless of the type of research (design, methodology, approach) falls within the boundaries of operations research

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Applications of Operations Research



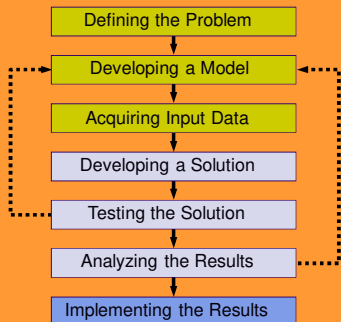
- Forecasting
- Strategic Planning of Resource
- Designing of Systems
- Project selections, planning, scheduling, and control,
- Capital budgeting
- Assigning jobs
- Transportation

Some Examples of Quantitative Analyses



- Maruti Suzuki production planning
- Indigo Airlines onground TOTs
- Sony Television Network mix of programme
- Cricket Matches in case delays by rain

The OR Analysis Approach



Thank You



- Attempt Quiz
- For next Session “System approach for problem solving” please read the HBR case study titled “**Culture Clash in the Boardroom**”
- **Come with your views on “What is important “Process” or “Output”?”**
