



Program	Master of Business Administration (MBA)	Semester - 4
Type of Course	Minor	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Business Process Re-engineering-An Overview <ul style="list-style-type: none"> • Historical background • Fundamentals of BPR <ul style="list-style-type: none"> ◦ Concepts and techniques. • Changing business processes <ul style="list-style-type: none"> ◦ The importance of technology as a driver for organization: • Nature, significance and rationale of business process reengineering (BPR) 	15	25
2	Process Re-design <ul style="list-style-type: none"> • Major issues in process redesign <ul style="list-style-type: none"> ◦ Business vision and process objectives ◦ Processes to be redesigned, measuring existing processes ◦ Role of information technology (IT) and identifying IT levers 	15	25
3	Designing and building a prototype of the new process <ul style="list-style-type: none"> • BPR phases, Relationship between BPR phases • BPRE & TQM, benchmarking, ISO standards • Implementation ofBPRE-business process management, principles, Business models, barriers 	15	
4	Change management & BPR and continuous improvement	15	25



Course Content

T - Teaching Hours | W - Weightage

Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Change and the manager • Change and the human resource • The cultural web and the past , the cultural attributes of change • Typical BPR activities within phases <ul style="list-style-type: none"> ◦ Change management ◦ Performance management ◦ Programme management • Co-ordination and complementary efforts, IT capabilities and their organizational impacts • Implementation of BPR <ul style="list-style-type: none"> ◦ Stages of implementation and critical aspects • Case studies on BPR • The concept of the learning organization and its influence on systems development • restructuring the organization • The importance of communication and the resistance to change • Building the culture for successful strategy implementation • The influence IT will have on the internal appearance of organizations in the future 		
Total		60	75

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Analyze	Evaluate
Weightage	50	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	To understand need and process of Business Process Reengineering
CO2	To analyse and understand the change in the various types of process designs
CO3	To understand the role of technology and disruption in BPR
CO4	To emphasis and analysis of change process and understanding need to adopt the same

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	3	2	3
PO - 2	2	3	2	3
PO - 3	1	2	3	2
PO - 4	1	2	3	2
PO - 5	0	2	1	3



Reference Books

1.	Business Process Re-engineering (TextBook) By Omar El Sway Tata McGraw Hill 2010
2.	Business Process Re-engineering (TextBook) By R. Srinivasan Tata McGraw Hill 2011
3.	Strategic Business Process Transformation through BPR (TextBook) By Warner Winslow Tata McGraw Hill 1996
4.	Business Process Reengineering (TextBook) By R. Radhakrishnan Prentice Hall of India.