

Rift Valley University, MBA Program, Burayu Campus
Marketing Management (MBAd 721)
For Year II, MBA PG students

I. Term Paper Topics (30%)

Directions:

- *Do it in an already existing group.*
 - *Submission date: on 20/01/2020*
 - *Critically, explain the concepts, meanings and definitions by giving examples and supplementing cases from different sources. Appropriate citations of reference materials were also a requirement.*
1. Essential functions of to produce goods and services (Group 1)
 2. Strategic roles of OM management decisions and operation decision making
 3. Concepts of productivity, multi-factor productivity and show productivity calculations by taking examples of your own
 4. Elucidate differences and similarities between manufactured goods and services
 5. Systems design, layout decision and Capacity utilization
 6. Design capacity, effective capacity and full capacity utilization
 7. Economies and diseconomies of scale and break even analysis
 8. HRM in OM, HRM Planning and job schedules and join design, HR motivation,
 9. Aggregated planning strategies and control methods
 10. Product development and computer aided design and computer aided manufacturing benefits
 11. Inventory control systems: ABC Analysis, LIFO and FIFO methods
 12. Quality management, quality control and ISO standards and its advantages

II. Article Review Topics (30%) and individual

o *Submission date: on 20/01/2020*

1. Operations Management meaning and objectives Objectives
2. The Environment of Operations management
3. Scope and significances of Operations Management
4. Operations Function in Organizations
5. The Strategic Role of Operations
6. Productivity and its measurement
7. operation decision making
8. Concept of Production and Production System

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

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