Course Code	MB18OM06	Course Name	BEHAVIORAL OPERATIONS MANAGEMENT	Course Category	ELECTIVE COURSE	L	T	P	C
						2	0	2	3

Pre-requisite Courses	OPERATIONS MANAGEMENT	Co-requisite Courses	SUPPLY CHAIN MANAGEMENT, ECONOMICS	Progressive Courses	
Course Offering Department	MBA		**Data Book / Codes/Standards**	NIL	

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)					
		1	2	3	1	2	3	4	5	6
CLR-1:	Identify behaviors that deviate from rational, normative theory to better design systems requiring human judgement & decision making.									
CLR-2:	Get an overview of the dynamic pricing of goods/services to maximize profits in the face of strategic consumer behavior.				*Level of Thinking (Bloom)*	*Expected Proficiency (%)*	*Expected Attainment (%)*	PO1 - Business Environment and Domain Knowledge	PO2 - Critical Thinking Business Analysis, Problem solving and Innovation	PO3 - Global Exposure and cross cultural understanding	PO4 – Social Responsiveness and Ethics	PO5 – Effective Communication	PO6 – Leadership and Team Work
CLR-3:	Give students experience with risk sharing contracts and insight into the potential challenges associated with their implementation & also helping them to appreciate differences in risk sharing contracts and why some are more appropriate in specific settings.									
CLR-4:	Understand the basic mechanism of supply chain management.									
CLR-5:	Discuss business simulation games to understand the complexities of real-world situations.									

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	*Level of Thinking (Bloom)*	*Expected Proficiency (%)*	*Expected Attainment (%)*	PO1	PO2	PO3	PO4	PO5	PO6
CLO-1	Incorporate the behavioral responses into operation management models to improve outcomes.	1	60	50	*M*	*L*	*L*	*L*	*L*	*M*
CLO-2	Understand the consumer behavioral implications in making the wait-or-buy decision.	1	50	70	*L*	*L*	*L*	*M*	*M*	*M*
CLO-3	Develop the understanding of risk-sharing contracts.	2	80	75	*M*	*L*	*L*	*M*	*M*	*M*
CLO-4	Get an insight of how the negotiation of relationships work for supply chain members (buyers & suppliers).	2	80	70	*M*	*L*	*L*	*M*	*M*	*M*
CLO-5	Understand & define drivers of critical organizational outcomes.	3	90	80	*M*	*L*	*L*	*M*	*M*	*M*

Note: On completion of this course the students should be in a position to exhibit the following learning skills:

Duration (hour)		6	6	6	6	6
S-1	SLO-1	The background of Behavioral Operations Management	Introduction to dynamic pricing & revenue management	Introduction to inter temporal choices	Understanding the dynamics of supply chain management	The newsvendor pull-to-center effect
	SLO-2	The role of human behavior in Decision Making				
S-2	SLO-1	The virtuous cycles of experimental learning	The Wait or Buy Game	Impulsiveness and emotions	A game of gains, losses, and equity	Issues of unequal revenue distribution
	SLO-2		Classroom activity			Classroom activity
S-3	SLO-1	Process and perception	Motivation and performance in work design	Understanding risk sharing contracts from the supplier's perspective	Examining competitive supply chain dynamics	Incorporation of behavior in decision making in business simulation games
	SLO-2					Classroom activity
S-4	SLO-1	Managing and mismanaging process constraints	How to game the system that's designed to game you back	Classroom activity	Pull–to–center effects	Practicability of behavioral operations
	SLO-2	Managing and mismanaging process variability				
S-5	SLO-1	The role of human behaviour in scheduling – process control	Service design and its behavioral implications	Group behavior and insights into simulating real–world dynamics	Conflict management	Future of Behavioral Operations
	SLO-2	Experimentation, and improvement in a catapult competition				
S-6	SLO-1	Case Study	Case Study	Case Study	Case Study	Case Study
	SLO-2	Case Study	Case Study	Case Study	Case Study	Case Study

Learning Resources	1. Elliot Bendoly, Wout Van Wezel, and Daniel G. Bachrach,The Handbook of Behavioral Operations Management, Oxford University Press, 2015. 2. Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman,Operations Management: Processes and Supply Chains, 11th Edition,Pearson Publication, 2015. 3. R. Dan Reid, and Nada R. Sanders,Operations Management, Binder Ready Version: An integrated Approach, 6th Edition, Wiley Binder Version, 2015 4. Jones, Nigel Slack, and Robert Johnston, Pearson Publication, Operations Management, 8th Edition, Alistair Brandon, 2016.	

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember										
	Understand										
Level 2	Apply										
	Analyze										
Level 3	Evaluate										
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

 # CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

Course Designers

	External Experts	Internal Experts
	Dr. Jyoti Pandey	Dr. Priyanka Singh
	Dr. Arpita Mathur	Dr. K Sadasivan

Course Coordinator   Head-Operations Management   Dean-College of Management

Dr. Priyanka Singh   Dr. S.K. Manivannan   Dr. V.M. Ponniah