



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

BUSINESS PROCESS REENGINEERING								
I SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
24MB006B	Open Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Business Process Reengineering.								

COURSE OVERVIEW:

Business Process Reengineering (BPR) is a management approach that focuses on the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical performance measures such as cost, quality, service, and speed. The course provides students with knowledge about analyzing existing organizational processes and redesigning them to improve efficiency and competitiveness.

COURSE OBJECTIVES:

- Understand the concept and importance of Business Process Reengineering in modern organizations.
- Identify existing business processes and analyze inefficiencies.
- Learn methods for redesigning processes to improve productivity and performance.
- Understand the role of Information Technology in enabling BPR initiatives.
- Develop skills to manage organizational change during reengineering projects.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Describe fundamental concepts, dimensions, maturity levels within the CMMI framework.
2. Compare core phases, success factors across Hammer/Champy, Davenport, Manganeli/Klein BPR methodologies.
3. Analyse case studies identifying, prioritizing critical success factors, risks, barriers in BPR implementation.
4. Differentiate BPR from TQM, Six Sigma, 5S Technique, Benchmarking based on scope, application.
5. Evaluate significance of Information Technology, ERP systems in accelerating business transformation.

UNIT - I: PROCESS VIEW OF BUSINESS: Definition and Dimensions of Business Process, Generic

Process Framework, the Capability Maturity Model Integration (CMMI), Design Process and Design Quality, Requirement Engineering, Design Concepts.

UNIT - II: BPR: METHODOLOGIES AND TECHNIQUES & APPLICATIONS Introduction and History of BPR, Definition and Benefits of BPR, BPR Model, BPR Methodology Selection Guidelines, Steps to implement BPR: Reengineering Approaches: a) Big Bang Approach, b) Incremental Approach, a) Evolutionary Approach, BPR Methodologies: a) Hammer/Champy Methodology, b) Davenport Methodology, c) Manganeli/Klein Methodology, d) Kodak Methodology; Comparison of various Methodologies. Case: Dabbawalla of Mumbai, A Case Analysis using BPR methodologies.

UNIT - III: CRITICAL SUCCESS FACTORS ANALYSIS: Reengineering Success Factors, Risks associated with BPR, Barriers to BPR, Case: Analysis on “Pillsbury: Customer Driven Reengineering”, Barriers Management, Case: “Walmart China- Supply Chain Transformation”.

UNIT - IV: BPR Vs. OTHER IMPROVEMENT APPROACHES: Optimization Techniques, Process Simplification, Case: “Aviation Spare Parts Supply Chain Management Optimization at Cathay Pacific Airways Ltd”. TQM: ISO 9000 – QMS/EMS/IMS, Quality Policy, Quality Manual, SIPOC, Procedure Manual, Work Sheets, Quality Audit, Six Sigma, QMS, ISO in Higher Education Institutions, IACBE Accreditation in Education, Restructuring, 5 S Technique, Benchmarking, Work Study, Knowledge Management.

UNIT - V: INFORMATION TECHNOLOGY AND BPR: Role of IT in Reengineering, Criticality of IT in Business Process, BPR Team Characteristics, Threads of BPR in Various Phases, Case: “Otis Elevator: Accelerating Business Transformation with IT”, BPR, SAP and ERP, Elements of ERP, Applications of ERP.

TEXT BOOKS:

- Roger S. Pressman “Software Engineering – A Practitioner’s Approach, 6th Edition. Tata Mc- Graw- Hill International Edition. 2005,
- Siddiqui Modi & Khwaja R.H., “The Acrobatics of Change”, 7th Reprint. Sage Publications India Pvt. Ltd. New Delhi, 2010.
- Jayanti Natarajan., “Business Process Reengineering”, TMH, New Delhi, 2002
- Kapoor Rajneesh, “Business Process Redesign”, Global Business Press, Delhi, 2001.

REFERENCE BOOKS:

- Richard Johnson Management “Processes for Quality Operations. Vision Books”, 2001.
- Dimitris, N. Chorafas, “Integrating ERP, CRM, Supply Chain Management and Smart Materials”, Auerbach Publications, May 2001.
- Radhakrishnan, S. Balasubramanian. “Business Process Reengineering, Text and Cases”, Prentice Hall of India, New Delhi, 2010.

ELECTRONIC RESOURCES:

1. <http://www.youtube.com/watch?v=ZtTM6iFwHgA>
2. <http://www.youtube.com/watch?v=YH0G4wfFSW4>
3. <https://books.google.co.in/books?id=mjvGTXgF16cC&printsec=frontcover>
4. <https://books.google.co.in/books?id=dbqTHjKL0RMC&printsec=frontcover>

5. <https://study.com/academy/lesson/video/what-is-reengineering-in-business-definition-examples-methodology.html>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

