



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**
Autonomous
Siddhartha Nagar, Vijayawada-520010
Re-accredited at 'A+' by the NAAC

Course Code				23BPMAL232			
Title of the Course				Managing Business Processes-1			
Offered to: (Programme/s)				B.Com BPM			
L	5	T	0	P	0	C	4
Year of Introduction:		2024-25		Semester: III			3
Course Category:		Major		Course Relates to:		National	
Year of Revision:		2024		Percentage:		NA	
Type of the Course: Employability				Employability			
Crosscutting Issues of the Course :				Environment and Sustainability			
Pre-requisites, if any				NA			

Course Description:

The course addresses the methods and techniques required to analyze, design, implement, automate, and evaluate business processes. Structured along the phases of the Business Process Management (BPM) life cycle, students learn to analyze organizational performance from a process perspective, redesign processes using value-focused techniques, design workflows and implement them in BPM systems, simulate new process designs, and create process analytics applications using dashboards. The course leads students from process discovery through conceptual and technical process design through the implementation and management of workflows to the structure of process-aware information systems. Upon completion of this course students will be able to assess the efficiency and effectiveness of an organization from a process perspective, conduct process improvement projects, and determine the role of technology in supporting corporate processes.

Course Aims and Objectives:

S. N O	COURSE OBJECTIVES
1	Explain the fundamental concepts of Business Process Management (BPM) by reading and analysing key topics about BPM
2	Apply the knowledge of BPM by proposing an innovative application of the new technologies to transform as-is-processes to more innovative processes in the term project
3	Use key process measures, their interrelationship and managerial levers to manage and control the business process
4	Students will be able to develop an implementation and integration strategy for processes that leverages organizational and technical capabilities of an organization
5	Students will learn how business processes can help improve their company's bottom line by providing a higher level of quality and consistency for customers.

Course Outcomes

At the end of the course, the student will be able to...

CO NO	COURSE OUTCOME	BTL	PO	PS O
CO1	Students will be conversant in the terms used to describe, analyze, and improve Business Processes in organizations.	K2	2	2
CO2	Students will be able to understand the importance of BPO services	K2	2	2
CO3	Students will be able to identify weaknesses in a given process design and suggest improvements that will benefit organizational performance	K3	2	2
CO4	How Lean and Six Sigma methods can assist in managing and improving processes	K2	6	2
CO5	Students can understand the need for effective people managements skills, knowledge management and capacity management.	K2	2	2

CO-PO MATRIX									
CO NO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1		2							2
CO2		2							2
CO3		3							3
CO4						2			2
CO5		2							2

Course Structure:

Unit – 1: Process Management

Process Management: Process definition – Identification of business process – Difference between core process and support process – Components of process management – Understanding internal customer vs. end user.

Case Studies:

- How does BPM transform customer service operations by automating service request handling, tracking customer interactions, and facilitating resolution workflows [Example/Application/Case Study 2]

Exercises

- BPM enables organizations to remain competitive by providing access to accurate and timely data. This ensures that strategic decisions are based on reliable insights. [Exercise/Project 2]

Specific Resources: (web)

Management Deployment Guide, [http://www.redbooks.ibm.co/redbooks/pdfs/sg248175.p df](http://www.redbooks.ibm.co/redbooks/pdfs/sg248175.pdf)

Unit – 2

Process Management in BPO Industry: Role of BPO Industry in process management – Typical business processes outsourced to India – BPO operating models – BPO life cycle.

Applications:

- Assess the effectiveness of current business processes and operational processes of Soft drink company

Project

- Consider a technology company implementing BPM to manage its sales pipeline. The BPM system automates lead tracking to ensure timely follow-ups. By analyzing sales data, the system identifies successful patterns and areas needing improvement. This allows the sales team to focus on strategies that yield the best results.

Specific Resources: (web)

- Business Process Improvement, http://www.perrknight.com/w_pcontent/uploads/2011/10/Bus_iness-processimprovement.pdf

Unit – 3:

Process Mapping Techniques: Process mapping techniques – SIPOC – Swim lane diagram – Process mapping tools.

Applications:

- A manufacturing firm employs BPM for its budgeting process. The system allows for real-time budget tracking and variance analysis, enabling quick adjustments. This process ensures that the financial resources are optimally utilized, reducing waste and enhancing the company's ability to make data-driven financial decisions. [Example/Application/Case Study 2]

Projects:

- Identify and map out existing processes in banking company.
 - BPM for operations in logistics and supply chain

Specific Resources: (web)

<https://content.e-bookshelf.de/media/reading/L-3930959-3a14ca117b.pdf>

Unit – 4

Quality Management Introduction to quality management - Quality assurance.

Case Study

- identify bottlenecks in retail stores and make recommendations for owners to take necessary actions.

- Customer experience in a bank

Specific Resources: (web)

- <https://www.redbooks.ibm.com/redbooks/pdfs/sg248282.pdf>

Unit – 5

Delivery Management: Customer management – Knowledge management – Capacity management– People management – Transition management – Finance management.

Application

- BPM is used to streamline financial processes such as budgeting, forecasting, expense management, and financial reporting. It ensures consistency and accuracy in financial processes by establishing standardized workflows and decision rules, reducing the risk of human errors and improving regulatory compliance.

Exercises

- AB InBev wanted to streamline its complicated HR landscape by implementing a singular global solution to support employees and improve their experience, and it selected workday as its human capital management (HCM) software.

Specific Resources: (web)

<https://dl.icdst.org/pdfs/files/21ebef594be72994ce96c16bd911ff45.pdf>

Text Books:

1. TCS Material
2. Material Prepared by the Dept. of Commerce

References:

- 1.Text Book Hand book on Operations Management - Part I for Business Process Services Books for Reference:
- 2.Adrew Greasley, “Operation Management”, Sage Publication India Pvt Ltd, New Delhi.
- 3.Chary S.N, “Production and Operation Management”, Tata MCGraw Hill, New Delhi.
- 4.Danial Hunt V, “Process Mapping- How to Reengineer your Business Process”, John Wiley and Sons, USA.
5. Nair N.G, “Production and Operation Management”, Tata MCGraw Hill, NewDelhi.
Poornima .M Charantimath, “Total Quality Management”, Pearson Education, NewDelhi



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Course Code & Title of the Course:	23BPMAL232 Managing Business Processes- I
Offered to:	B.Com BPM
Category:	Major
Max. Marks	70
Max.Time	3 Hrs

SECTION -A

Answer the following questions:

5x4 M =20Marks

1.(a)What do you understand by core process and support process? (CO1, K1)

OR

(b) Explain the components of process management. (CO1, L1)

2. (a) What do you mean by back office and front office outsourcing? (CO2,K2)

(OR

(b) Why do organizations take BPO services? State the commonly used BPO services (CO2, K2)

3. (a) What is process mapping? Discuss the steps to create a process map. (CO3, K2)

OR

(b) Explain SIPOC. (CO3, K2)

4. (a)Define quality. Explain its need and importance. (CO4, K2)

OR

(b)Describe the dimensions of product quality with suitable examples. (CO4, K2)

5. (a) What is delivery management? State its benefits. (CO5, K2)

OR

(b) What is customer management? Explain its significance. (CO5, K2)

SECTION -B

Answer the following questions

5x10 M = 50 Marks

6. (a) What is business process management? Explain its need, importance and key benefits of business process management. (CO1, K1)

OR

(b) What are the essential attributes of an ideal business process? Why do modern organizations adopt and improve business processes? (CO1, K1)

7. (a) What do you mean by business process outsourcing? Explain the various benefits and risks of BPO. (CO2, K2)

OR

(b) What do you mean by BPO model? Explain the various types of BPO models. (CO2, K2)

8. (a) What are the goals and need for business process mapping? Explain its benefits and basic flow charts. (CO3, K2)

OR

(b) Discuss the various process mapping tools. (CO3, K2)

9. (a) What is Total Quality Management? Explain the key quality management principles. (CO4, K2)

OR

(b) Describe the Deeming's contribution to Quality Management. (CO4, K2)

10. (a) What is knowledge management? Explain importance of knowledge management. (CO5, K2)

OR

(b). What is transition management? Describe its objectives, best practices and challenges. (CO5, K2)