

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Department of Business Administration)**

**BUSINESS PROCESS REENGINEERING (5016)**

**CHECKLIST**

**SEMESTER: SPRING, 2024**

This packet comprises the following material:

1. Textbook (One)
2. Course Outline
3. Assignment No. 1, 2
4. Assignment Forms (2 sets)

In this packet, if you find anything missing from the above-mentioned material, please contact us at the address given below:

Mailing Officer  
Allama Iqbal Open University  
H-8, Islamabad  
Ph: 051-9057611-12

**(Sadar Ayub Khan)**  
Course Coordinator

# ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD

(Department of Business Administration)

## WARNING

1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.
2. SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN, WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".

Course: Business Process Reengineering (5016)

Semester: Spring, 2024

Level: MSc. Administrative Sciences

**Please read the following instructions for writing your assignments.**

**(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)**

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

**Total Marks: 100**

**Pass Marks: 50**

## ASSIGNMENT No. 1

**Note: All the questions carry equal marks. Attempt all the questions to be supported by examples with reference to Pakistan. Study the detailed guidelines before attempting the questions.**

- Q. 1 Explain the concept of Business Process Reengineering. What are the applications of business process reengineering in administration? Critically discuss. (20)
- Q. 2 What are the various factors of the external process of BPR? Discuss with examples. (20)
- Q. 3 What are the various targets of business process reengineering? Discuss with examples. (20)
- Q. 4 How does an organization focus on end customers? Discuss with examples. (20)
- Q. 5 Concentrating on outputs rather than inputs is one of the distinguishing characteristics of BPR. Critically Discuss with examples. (20)

### **GUIDELINES FOR ASSIGNMENT No. 1**

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think;
- How well you can reflect on your knowledge and experience;
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management;
- How professional you are, and how much care and attention you give to what you do. To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, the APA format should be followed. Guidelines regarding APA format are available in the Internship manual of the MBA program (<http://www.aiou.edu.pk/Downloads/manual.pdf>).

### **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 50**

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the issue allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following issues according to the last digit of your roll number. For example, if your roll number is P-3427186 then you will select issue No. 6 (the last digit):

#### **Topics:**

1. Steps of Business Process
2. Management Process
3. Customer Friendly Environment
4. Speed up response over customer complaints
5. Relationship between BPR and HRM
6. Understand the organizational point view for BPR
7. Configuration Management
8. Redesign the process – Customer-driven
9. Relationship of TQM and BPR

#### **The report should follow the following format:**

1. Title page
2. Acknowledgments
3. An abstract (one-page summary of the paper)
4. Table of contents
5. Introduction to the issue (brief history & significance of issue assigned)
6. Practical study of the organization (with respect to the issue)
7. Data collection methods
8. SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned.
9. Conclusion (one-page brief covering important aspects of your report)
10. Recommendations (specific recommendations relevant to the issue assigned)

11. References (as per APA format)
12. annexes (if any)

**Guidelines for Assignment No. 2:**

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

**Workshop**

The workshop presentations provide you the opportunity to express your communication skills, knowledge and understanding of concepts learned during practical study assigned in assignment No. 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Write your name and roll number on every transparency. Workshop presentation transparencies should only be in typed format.

**The transparencies should follow the following format:**

1. Title page
2. An abstract (one-page summary of the paper)
3. Introduction to the issue (brief history & significance of issue assigned)
4. Practical study of the organization (with respect to the issue)
5. Data collection methods
6. SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned.
7. Conclusion (one-page brief covering important aspects of your report)
8. Recommendations (specific recommendations relevant to the issue assigned)

**GUIDELINES FOR WORKSHOP PRESENTATION:**

- Make eye contact and react to the audience. Don't read from the transparencies or from the report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

**Weightage of Theory & Practical Aspects in Assignment No. 2 and Workshop Presentations:**

Assignment No. 2 and workshop presentations are evaluated on the basis of theory and its applicability. The weightage of each aspect would be:

Theory:	60%
Applicability (practical study of the organization):	40%



### **Block-1: Introduction to Business Process Reengineering**

- Business Process
- Business Process Redesign
- Business Process Re-engineering

### **Block-2: Types of Business Process**

- External Process
- Management Process
- Support Processes
- Key Process Attributes

### **Block-3: Business Process & Business Functions**

- Areas of Improvement by BPR
- BPR Targets
- Customer Friendly: (Competitive Edge)
- Effectiveness
- Efficiency

### **Block-4: The Principles of Business Reengineering**

- Process Point of View
- Focus on end customers
- Remove non-value added activities
- Speed up response
  - Concentrate on outputs rather than inputs
- Give priority to the delivery of value

### **Block-5: Human & Organizational Point View** Business Reengineering Principles

- Understand
- Simplify
- Automate

### **Block-6: Business Reengineering Tools**

- Brain storming
- Functional analysis
- Requirements Engineering
- Configuration Management
- Guidelines and checklists for reengineering project teams

### **Block-7: Business Reengineering Methodologies**

- BPR Steps

- Identify process owners
- Assess customer requirements and expectations (internal and external)
- Walk the processes (process mapping)
- Assess the process (capability analysis)
- Identify best practices – benchmarking
- Redesign the process – customer driven
  - Action plan development
  - Implementation
  - Follow-up & measurement Page **130** of **259**
  - Re-evaluate, Do it again

### **Block-8: Difference & Similarity between BPR and TQM**

- TQM and BPR share a cross-functional orientation
- TQM focuses on incremental change
- BPR focuses on radical redesign and drastic improvement of processes

### **Block-9: BPR and Six Sigma**

- Opportunity Analysis
- Utilization of Root Cause Analysis

### **Textbook and Readings**

1. Business Process Re-engineering: A Simple Process Improvement Approach to Improve Business Performance (The Business Productivity Series Book 1) Kindle Edition by Giles Johnston (Author), Publisher: McGraw Hill, latest edition.
2. Improving Business Processes (Pocket Mentor) Paperback – August 1, 2010 by Harvard Business School Press (Author), Publisher: McGraw Hill, latest edition