

Solapur University, Solapur
Semester Pattern Syllabus
B. Com Part – III
Modern Management Practices
(w.e. f. June 2012)
(Semester – V)

Objective – To acquaint the students with Modern Management Principles ,
Theory & Practices.

Unit	Topic	Periods
I	<p>Strategic Management</p> <p>Meaning of Strategy, Strategic Management Process : Formulation , Implementation, Evaluation & control.</p> <p>Types of strategies : Corporate level strategies - Concentration, Vertical Integration , diversification , Statusquo Strategies , Investment reduction Strategies , Strategic alliances and joint ventures; Competitive Strategies - Cost Leadership , differentiation and Focus Strategy . SWOT analysis, Concept of Benchmarking , Concept of Core Competencies by C.K. Prahalad</p>	20
II	<p>Human Resource Development</p> <p>Concept of HRD , Difference between HRM & HRD , objectives , mechanism and need of HRD . Concept of Human Capital and its elements , Concept of Emotional Quotient and its elements , Concept of Mentoring.</p>	15
III	<p>Globalisation & Management –</p> <p>Gloalisation – Meaning, a brief history of globalisation , Role of multinational enterprises , Changing international scene.</p> <p>Global Business Practices – steps in going global : exporting , licensing , franchise , joint venture , global strategic partnership . Attitudes of global managers – ethnocentric, polycentric, geocentric.</p>	15

Unit	Topic	Periods
IV	<p>A) Business Process Outsourcing – Concept of BPOs, benefits of BPOs and range of services (areas)</p> <p>B) Stress Management –</p> <p>C) Stress Management – meaning, causes / sources of stress organisational and Individual . Consequences / effects of stress, remedial measures to control or to cope with stress.</p>	10
Semester VI		
V	<p>Creating Excellence in Management –</p> <p>Total Quality Management (TQM) – Concept of quality, meaning of TQM, major ingredients of TQM – Strategic commitment , employee involvement , materials , technology , methods . Contribution of W. Edward Deming (14 points) .Japanese Management practices.</p>	20
VI	<p>Quality Standards – Six Sigma – meaning and importance , levels of six sigma , steps in implementing six sigma. – Define , measure , analyse , improve ,Control. (Study in brief) ISO Quality Standards – Concept , importance and role.</p>	15
VII	<p>A) Event Management -</p> <p>Concept & importance of event management , types of events , career in event management</p> <p>B) Disaster Management –</p> <p>Concept , types of disasters – natural , manmade (in brief) .</p> <p>Steps in prevention / mitigation of disaster (in brief)</p>	10
VIII	<p>Corporate Governance and ethics –</p> <p>A) Concept of corporate governance , fundamental , principles of corporate governance , models of Corporate governance – market based corporate governance , representation based corporate governance.</p>	15

Unit	Topic	Periods
	B) Ethics – Concept, formation of individual ethics - family influence, peer influences , life experiences, personal values and morals, situational factors . Managerial ethics- How an organization treats its employees, how employees treat the organization, how the organization treats other economic agents.	

Unitwise Recommended Books

Unit	Title, Author & Publisher
I	<p>1) Management – Gary & Dessler, Printice Hall Publications , 1997</p> <p>2) Managing Twenty First Century Organisation – S.G. Bhanushali Himalaya Publication, Mumbai , Delhi – 2006</p> <p>3) Management – John R. Schermerhorm WILEY – INDIA , 2010 reprint</p> <p>Additional Reading</p> <p>4) Management – Griffin , AITBS Publishers , New Delhi – 2005</p> <p>5) Modern Management Practices – Dr. Gavai A.K. , Phadke Prakashan , Kolhapur</p> <p>6) Strategic Management – Francis Cherunillam</p> <p>7) Principles of Management – L.M. Prasad, Sultan Chand & Sons. New Delhi.</p>
II	<p>1) Human Resource Management - Dr. C.B.Gupta , , Sultan Chand & Sons. New Delhi , 2006 reprint</p> <p>Additional Reading</p> <p>2) Human Resource Management – Biswajeet Pattanayak , PHI , Learning Pvt. Ltd. 2009.</p>
III	<p>1) Management – James Stoner , Freeman and Gilbert 6 th Edition Pearson Education , 2004</p> <p>2) Management – John Schermerharn WILEY , INDIA 2010 reprint</p> <p>3) Management Today – Gene Burton & Manab Thakur Tata Macgraw – Hill Publishing Co. New Delhi 2005</p> <p>Additional Reading</p> <p>4) Management – Griffin AITBS Publishers , New Delhi 2005</p>

Unit	Title, Author & Publisher
IV	<p>A) 1) Business Process Outsourcing Publisher – S. Nakkiran & Jhon Franklin Deep & Deep Publishers , New Delhi</p> <p>2) Business Process & Knowledge Process Outsourcing by Deolankar V. – Delhi Commerce & Law Publishing</p> <p>B) 3) Organisational Behaviour & Corporate Development – M.N.Mishra , Himalaya Publication 1 st Edition 2003</p> <p>4) Management – John Schermerhorn WILEY , INDIA – 2010 reprint</p> <p>5) Management – Griffin , AITBS Publishers , New Delhi – 2005</p>
V	<p>1) Management – Griffin , AITBS Publishers , New Delhi – 2005</p> <p>2) Management – James Stoner , Freeman and Gilbert 6 th Edition Pearson Education , 2004</p> <p>3) Modern Management Practices – Dr. Gavai A.K. Phadke Prakashan , Kolhapur 2005</p> <p>Additional Reading</p> <p>4) Total Quality Management – D.D.Sharma</p>
VI	<p>1) Managing Twenty First Century Organisation – S.G. Bhanushali Himalaya Publication, Mumbai , Delhi – 2006</p> <p>2) Total Quality Management – K. Sridhar Bhatt , Himalaya Publishing House</p> <p>3) Total Quality – Bharat Walhlu Sultan Chand & Company , New Delhi – 2007</p>

Unit	Title, Author & Publisher
VII	<p>A) 1) Event Planning & Management Divakar Sharma , Deep & Deep publishing, New Delhi</p> <p>2) Event Management – Lynn Wagen Pearson Education</p> <p>3) Event Marketing & Management Sanjay Singh Gaur , Sanjay V. Saggere</p> <p>B) Practical Disaster Management Colonel (Ret) P.P.Marathe Diamond Publications 2006</p> <p>5) Disaster Management – Text & Case Studies D.B.N. Murthy – Deep & Deep Publications , 2008</p>
VIII	<p>1) Managing Twenty First Century Organisation - S.G. Bhanushali Himalaya Publication, Mumbai , Delhi – 2006</p> <p>2) Principles & Practice of Management – L.M.Prasad , Sultan Chand & Sons</p> <p>3) Management – Griffin , AITBS Publishers , New Delhi – 2005</p> <p>4) Management Today – Gene Burton & Manab Thakur Tata Mcgraw – Hill Publishing Co. New Delhi 2005</p> <p>5) Principles & Practice of Management L.M.Prasad , Sultan Chand & Sons</p> <p>6) Management – John Schermerhorn WILEY , INDIA – 2010</p>



Solapur University, Solapur
Nature of Question Paper For Semester Pattern
• Faculty of Commerce (B.Com., M.Com.)

Model Question Paper
(w.e.f. June 2012)

Time: - 2 hrs.

Total Marks-50

- | | | |
|-------------|---|-----------|
| Q. 1 | Multiple choice questions
(four alternatives should be given) | 10 |
| | 1 -----
(a) (b) (c) (d) | |
| | 2
3
4
5
6
7
8
9
10 | |
| Q. 2 | Answer the following
(Short note/Short problem/Short answer) | |
| | (A) | 05 |
| | (B) | 05 |
| Q. 3 | Answer the following
(Short note/Short answer/Short problem) | |
| | (A) | 05 |
| | (B) | 05 |
| Q. 4 | Answer any one (Long answer/Problem) | 10 |
| | i)
ii) | |
| Q. 5 | Answer any one (Long answer/Problem) | 10 |
| | i)
ii) | |