

# **Solapur University, Solapur**

## **Semester Pattern Syllabus**

### **B. Com Part – III**

## **Modern Management Practices**

**(w.e. f. June 2015)**

**Objective** – To acquaint the students with Modern Management Principles and Practices.

**(Semester – V)**

- UNIT –I
- A) Strategic Management**
- a) Meaning of Strategy.
  - b) Strategic Management Process: Formulation, Implementation, Evaluation & control.
- B) Types of strategies :**
- a) Corporate level strategies - Vertical Integration , diversification , Statusquo Strategies ,
  - b) Competitive Strategies - Cost Leadership , Differentiation and Focus Strategy .
  - c) SWOT analysis.
  - d) Benchmarking-Concept, Process ,Types, Advantages & Limitation of Benchmarking.
- UNIT-II
- Introduction of Human Resource Management**
- a) Meaning & Nature of human Resource .
  - b) Meaning , Definition, Characteristics ,Scope of H.R.M
  - c) Objectives, Functions, Importance, of H.R.M.
  - d) Difference between H.R.M & Personnel Management.
  - e) Qualities & Role of Human Resource Manager.

UNIT-III

**Recent Trends in H.R.M**

- a) Human Resource Accounting .
- b) H.R.D Audit.
- c) Quality of Work Life.
- d) Knowledge Management .
- e) Developing Quality Consciousness.
- f) Human Capital.

UNIT-IV

**Globalization & Management: –**

**A) Globalization –**

- a) Meaning, a brief history of globalization,
- b) Role of multinational enterprises, Changing international scene.

**B) Global Business PracticesSteps in Connecting to**

**Globalization: (in brief)**

- a) Global Business-Meaning & Concept, Steps in Going Global.
- b) Methods of Global Involvement- exporting, licensing , franchise , joint venture , global strategic partnership.
- c) Attitudes of global managers(in brief) – ethnocentric, polycentric, geocentric.

## (Semester – VI)

### UNIT-V

#### A) **Business Process Outsourcing –**

- a) Concept & Types of BPO's .
- b) Benefits of BPOs
- c) Range or areas BPO's services

#### B) **Stress Management –**

- a) Meaning, Concept of Stress
- b) Causes/sources of stress- Individual and Organizational.
- C) Consequences / effects of stress.
- d) Remedial measures to control / to cope with stress.

### UNIT-VI

#### **Japanese Management-**

- a) 5-S system: Overview, Meaning , Philosophy, Micro level Techniques, Advantages, Limitations and Pre-requisites.
- b) Kai-Zen : Overview, Meaning , Philosophy, Micro level Techniques, Advantages, Limitations and Pre-requisites.
- c) Poka-Yoke : Overview, Meaning , Philosophy, Micro level Techniques, Advantages, Limitations and Pre-requisites.
- d) Zero Defect Program :Overview, Meaning ,Philosophy, Microlevel Techniques, Advantages, Limitations and Pre-requisites.
- e) Waste Reduction : Overview, Meaning , Philosophy, Micro level Techniques, Advantages, Limitations and Pre-requisites.

UNIT-VII

**Quality Standards:-**

- a) **ISO Quality Standards:-** Concept, importance and Elements of ISO
- a) **Six Sigma** – meaning and importance , levels of six sigma, Steps in implementing six sigma.–Define, measure, analyses, and improve, Control. (Study in brief )

UNIT-VIII

**A) Event Management :-**

Concept &Importance of Event Management , types of events , career in Event Management

**B) Disaster Management: –**

Concept , types of disasters – natural , manmade ( in brief )  
Steps in prevention / mitigation of disaster ( in brief )

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**Recommended Books:-**

- 1) Management – Gary & Dessler, Printice Hall Publications , 1997
- 2) Managing Twenty First Century Organisation – S.G. Bhanushali Himalaya Publication, Mumbai , Delhi – 2006
- 3) Management – John R. Schermerhorn WILEY – INDIA , 2010 reprint
- 4) Management – Griffin , AITBS Publishers , New Delhi – 2005
- 5) Modern Management Practices – Dr. Gavai A.K. , Phadke Prakashan , Kolhapur
- 6) Strategic Management – Francis Cherunillam
- 7) Principles of Management – L.M. Prasad, Sultan Chand & Sons. New Delhi.
- 8) Human Resource Management - Dr. C.B.Gupta , , Sultan Chand & Sons. New Delhi , 2006
- 9) Human Resource Management – Biswajeet Pattanayak , PHI , Learning Pvt. Ltd. 2009.

- 10) Management – James Stoner , Freeman and Gilbert 6 th Edition Pearson Education , 2004
- 12) Management Today – Gene Burton & Manab Thakur Tata Macgraw – Hill Publishing Co.  
New Delhi 2005
- 13) Management – Griffin AITBS Publishers , New Delhi 2005
- 14) Business Process Outsourcing Publisher – S. Nakkiran & Jhon Franklin Deep & Deep  
Publishers , New Delhi
- 15) Business Process & Knowledge Process Outsourcing by Deolankar V – Delhi Commerce &  
Law Publishing
- 16) Organisational Behaviour & Corporate Development – M.N. Mishra , Himalaya  
Publication 1st Edition 2003
- 18) Management – Griffin , AITBS Publishers , New Delhi – 2005
- 19) Business Process Outsourcing Publisher – S. Nakkiran & Jhon Franklin Deep & Deep  
Publishers , New Delhi
- 20) Business Process & Knowledge Process Outsourcing by Deolankar V. – Delhi Commerce  
& Law Publishing
- 21) Event Planning & Management Divakar Sharma , Deep & Deep publishing, New Delhi
- 22) Event Management – Lynn Wagen Pearson Education
- 23) Event Marketing & Management Sanjay Singh Gaur , Sanjay V. Saggere
- 24) Practical Disaster Management Colonel ( Ret) P.P. Marathe Diamond Publications 2006
- 25) Disaster Management-Text & Case Studies D.B.N. Murthy – Deep & Deep  
Publications, 2008



**Solapur University, Solapur**  
**Nature of Question Paper For Semester Pattern**  
• **Faculty of Commerce (B.Com., M.Com.)**  
**Model Question Paper**  
(w.e.f. June 2015)

**Time: - 2 hrs.**

**Total Marks-50**

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