

SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty: Business Management

Syllabus: Sem-V&VI

(CBCS Pattern Syllabus)

Name of the Course: B.Com.III

Subject: Modern Management Practices

With effect from June-2018

SOLAPUR UNIVERSITY, SOLAPUR

Name of the Faculty: Business Management

Name of the course : B. Com. Part-III

MODERN MANAGEMENT PRACTICES

SEMESTER-V&VI

w.e.f. June 2018

Preamble:

In the era of globalization, changing business environment, it is a need to obtain different modern practices to compete with global business environment. To reach business at global level, different countries are adopting modern and innovative management practices. Such modern management practices are required to be adopted by today's youth. Keeping this view in mind, modern management practice course is introduced at B. Com. Part III programme. This will support the students to create employability at national and international level and to get aware about different management practices.

Objective of the Course:

The main objective of this paper is to make the students understand the modern management practices adopted by the business houses to withstand the global competition.

SOLAPUR UNIVERSITY, SOLAPUR

MODERN MANAGEMENT PRACTICES

SEMESTER-V

UNIVERSITY THEORY EXAMINATION =70 MARKS,
INTERNAL EXAMINATION - 30 MARKS
W.E.F.JUNE 2018

SEMESTER-V

Unit I A) Strategic Management

(Objective : To acquaint the students with the concept of strategic management, its process and types)

- a. Concept, Meaning and Definitions.
- b. Strategic Management process
 - i) Formulation of Strategic Intent
 - ii) Strategic Analysis
 - iii) Formulation of Strategy
 - iv) Implementation of Strategy
 - v) Strategic Evaluation and Control

B) Types of Strategies :

- a) Corporate level strategies
 - i) Vertical Integration
 - ii) Diversification
 - iii) Status-quo Strategy
- b) Competitive Strategies
 - i) Cost Leadership
 - ii) Differentiation
 - iii) Focus Strategy

C) SWOT Analysis :

D) Benchmarking :

(Objective: To expose the students to a new approach of benchmarking)

- i) Concept, Meaning and Definitions
- ii) Process and Types of Benchmarking
- iii) Advantages and Limitations of Benchmarking

Unit II Human Resource Management

(Objective: To impart the students with the knowledge and understanding of Human Resource since it is the core of any type of business)

- a) Human Resource: Meaning Definition and Nature
- b) Human Resource Management
 - i) Meaning and Definition of HRM
 - ii) Objectives, functions and importance of HRM
 - iii) Difference between HRM and Personnel Management
- c) Human Resource Manager Qualities and Role of Human Resource Manager

Unit III Recent Trends in Human Resource Management

(Objectives: To instill the knowledge about new and recent trends for HR development)

- a) **Human Resource Accounting**
 - i) Meaning, Definition and Need of HRA
 - ii) Methods of HRA
- b) **Human Resource Development Audit**
 - i) Meaning, Definition and Objectives of HRD Audit
 - ii) Methods of HRD audit
- c) **Quality of Work Life**
 - i) Meaning, Definition, Features of QWL
 - ii) Methods of measuring QWL
- d) **Knowledge Management**
 - i) Meaning, Definition and Object of KM
 - ii) Process of KM
- e) **Developing Quality Consciousness**
 - i) Meaning, Definition, Features of QC
 - ii) Components of QC and Strategies for QC
- f) **Human Capital**
 - i) Meaning and Definition
 - ii) Elements of Human Capital

Unit IV Globalization and Management

(Objective: To highlight the trends, challenges faced by business in a challenging global environment)

a) Globalization

- i) Meaning, Definition, Features of Globalization
- ii) Role of Multinational Enterprises, changing international scene

b) Global Business Practices

- i) Steps in Going Global
- ii) Methods of Global Involvement: Exporting, Licensing, Franchise, Joint Ventures, Global Strategic Partnership

SEMESTER-VI

Unit V **A) Business Process Outsourcing:**

(Objective: To develop the awareness among the students regarding different BPO practices adopted by the MNC's)

- a) Meaning and Definition of BPO
- b) Types and Benefits of BPO

B) Stress Management:

(Objective: To enable the students to gain insight into different measures to cope with stress)

- a) Meaning and Definition 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**

(Objective: To acquaint the students with Japanese Management Practices to receive Competitive Advantages)

a) History of Japanese Management

b) 5-S System

- i) Meaning and Definition
- ii) Micro level techniques

c) Kai Zen

- i) Meaning and Definition
- ii) Micro level techniques

d) Poka-Yoke

- i) Meaning and Definition
- ii) Micro level techniques

e) Zero Defect Programme

- i) Meaning and Definition
- ii) Micro level techniques

f) Waste Reduction

- i) Meaning and Definition
- ii) Micro level techniques

Unit VII Quality Standards:

(Objective: To acquaint the students with different ISO Standards to sustain business in Global Competitive Environment)

- a) ISO Quality Standards Meaning. Importance and Elements of Quality Standards
- b) Six Sigma
 - i) Meaning, Definitions and levels of Six Sigma
 - ii) Steps in Implementing Six Sigma- Define, Measure, Analysis, Improve and Control (DMAIC)

Unit VIII A) Event Management:

(Objective: To acquaint the students with detailed study of event management for employability in Metropolitan Cities)

- a) Meaning, Definition and Importance of Event Management
- b) Career in Event Management

B) Disaster Management:

(Objective: To develop the awareness among the students regarding Disaster Management Practices to protect the business from evils of Global Warming)

- i) Meaning, Definition and Types (Natural and Man-made) of Disaster
- ii) Steps in preventing/ mitigation of Disaster (in brief)

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