

# **Punyashlok Ahilyadevi Holkar Solapur University, Solapur**



NAAC Accredited-2015

'B' Grade (CGPA 2.62)

**Name of the Faculty: Commerce & Management**

**CHOICE BASED CREDIT SYSTEM**

**Syllabus: Modern Management Practices**

**Name of the Course: B.Com. III (Sem.– V & VI)**

**(Syllabus to be implemented from w.e.f. June 2021)**

**Punyashlok Ahilyadevi Holkar SOLAPUR UNIVERSITY, SOLAPUR**

**Name of the Course : B. Com. Part-III**

**MODERN MANAGEMENT PRACTICES**

**SEMESTER-V&VI**

**w.e.f. June 2021**

**SEMESTER-V**

**UNIVERSITY THEORY EXAMINATION =40 MARKS,**

**INTERNAL EXAMINATION - 10 MARKS**

**Unit I**

A) Strategic Management

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:

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

## Unit II Human Resource Management

- 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

- 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 Recent Trends in Management

a) Time Management

i) Time Management–Introduction, Concept of Time Management-Importance of Time Management, Analysis and Diagnosis of the Use of Time, Steps in Time Management, Techniques of Time Management, Hurdles to Effective Time Management

b) Crisis Management

i) Introduction, Concept of Crisis Management, Importance of Crisis Management

SEMESTER-VI Paper

Unit V A) Business Process Outsourcing:

a) Meaning and Definition of BPO

b) Types and Benefits of BPO

B) Stress Management:

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

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:

- 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

#### Unit VIII A) Event Management:

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

#### B) Disaster Management:

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

#### C) Hotel Management

Introduction and meaning, importance only

#### 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