

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



NAAC Accredited-2022

'B++' Grade (CGPA 2.96)

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 2024)

Course Objectives

1. To understand basic concepts regarding Modern Management Practices.
2. To examine the application of various Modern Management Principles and Practices.
3. To develop managerial thinking and cultivate business acumen among the students.
4. To identify new trends in modern management.
5. To make students familiar with the modern management practices being used by the corporate world.

Course Outcome

After the completion of this course, students will be able to;

1. Get familiar with the modern management practices
2. Understand and apply various modern management practices in corporate world.
3. Develop competent and technical skills personnel to the industry.
4. Develop and enhance their decision-making ability.
5. Cope up with team-work, leadership through analytical thinking,

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

MODERN MANAGEMENT PRACTICES

SEMESTER-V & VI

w.e.f. June 2024

SEMESTER-V

UNIVERSITY THEORY EXAMINATION: 40 MARKS

INTERNAL EXAMINATION: 10 MARKS

Unit no	Title of the Unit	Contents of the Unit	No. of Lectures
1	A) Strategic Management	Concept, Meaning and Definitions, Strategic Management process, Formulation of Strategic Intent, Strategic Analysis, Formulation of Strategy, Implementation of Strategy, Strategic Evaluation and Control	15
	B) Types of Strategies	Corporate Level Strategies, Vertical Integration, Diversification, Status-Quo Strategy, Competitive Strategies: Cost Leadership, Differentiation, Focus Strategy	
	C) SWOT Analysis	SWOT Analysis	
	D) Benchmarking	Concept, Meaning and Definitions, Process and Types of Benchmarking, Advantages and Limitations of Benchmarking	
2	Human Resource Management	a) Human Resource: Meaning Definition and Nature b) Meaning and Definition of HRM c) Objectives, functions and importance of HRM d) Difference Between: HRM and Personnel Management e) Human Resource Manager Qualities and Role of Human Resource Manager	15
3	Recent Trends in Human Resource Management	A) Human Resource Accounting: Meaning, Definition and Need of HRA, Methods of HRA	15

		<p>B) Human Resource Development Audit: Meaning, Definition and Objectives of HRD Audit, Methods of HRD Audit</p> <p>C) Quality of Work Life Meaning, Definition, Features of QWL, Methods of measuring QWL</p> <p>D) Knowledge Management Meaning, Definition and Objectives of KM, Process of KM</p> <p>E) Corporate Governance Meaning, Objectives, History, Need, Importance of Corporate Governance</p>	
4	A) Business Process Outsourcing	Meaning and Definition of BPO, Types and Benefits of BPO	15
	B) Stress Management	<p>Meaning and Definition of Stress</p> <p>Causes / Sources of Stress- Individual and Organizational</p> <p>Consequences/ Effects of Stress</p> <p>Remedial Measures to control/ to cope with Stress</p>	

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MODERN MANAGEMENT PRACTICES

SEMESTER-V & VI

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SEMESTER- VI

UNIVERSITY THEORY EXAMINATION: 40 MARKS

INTERNAL EXAMINATION: 10 MARKS

Unit no	Title of the Unit	Contents of the Unit	No. of Lectures
5	Japanese Management	a) History of Japanese Management b) 5-S System 1) Meaning and Definition 2) Micro Level Techniques c) KAIZEN 1) Meaning and Definition 2) Micro Level Techniques d) Poka-Yoke 1) Meaning and Definition 2) Micro level techniques e) Zero Defect Programme 1) Meaning and Definition 2) Micro Level Techniques f) Waste Reduction 1) Meaning and Definition 2) Micro Level Techniques	15
6	Quality Standards	a) ISO Quality Standards Meaning. Importance and Elements of Quality Standards b) Six Sigma	15

		Meaning, Definitions and levels of Six Sigma, Steps in Implementing Six Sigma: Define, Measure, Analysis, Improve and Control Unit	
3	A) Event Management	Meaning, Definition and Importance of Event Management, Career in Event Management	15
	B) Disaster Management	Meaning, Definition and Types (Natural and Man-made) of Disaster, Steps in preventing/mitigation of Disaster (in brief)	
	C) Organizational Change	Meaning, features, factors affecting change	
4	Recent Trends in Management	<p>a) Time Management 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</p> <p>b) Crisis Management Introduction, Concept of Crisis Management, Importance of Crisis Management</p>	15

Recommended Books:-

1. Management – Gary & Dessler, Printice Hall Publications , 1997
2. Managing Twenty First Century Organization – 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.GavaiA.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 – BiswajeetPattanayak , PHI , Learning Pvt. Ltd. 2009.
10. Management – James Stoner , Freeman and Gilbert 6th Edition Pearson Education2004
11. Management Today – Gene Burton &Manab Thakur Tata Macgraw – Hill Publishing Co.New Delhi 2005
12. Management – Griffin AITBS Publishers , New Delhi 2005
13. Business Process Outsourcing Publisher – S. Nakkiran & Jhon Franklin Deep & Deep Publishers , New Delhi
14. Business Process & Knowledge Process Outsourcing by Deolankar V – Delhi Commerce& Law Publishing
15. Organisational Behaviour& Corporate Development – M. N.Mishra, Himalaya Publication1st Edition 2003
16. Management – Griffin , AITBS Publishers , New Delhi – 2005
17. Business Process Outsourcing Publisher – S. Nakkiran & Jhon Franklin Deep & Deep Publishers, New Delhi
18. Business Process & Knowledge Process Outsourcing by Deolankar V. – Delhi Commerce & Law Publishing
19. Event Planning & Management Divakar Sharma , Deep & Deep publishing, NewDelhi
20. Event Management – Lynn Wagen Pearson Education
21. Event Marketing & Management Sanjay Singh Gaur , Sanjay V. Saggere

22. Practical Disaster Management Colonel (Ret) P.P.Marathe Diamond Publications 2006
23. Principles of Management – Neeru Vashishth, Vibhuti Vashishth, Taxman, 2022