

Subject Code (Major)[2508000605020006]

Subject Code (Minor)[2508000605050008]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

PROGRAM NAME: T.Y.B. Com (Sem 5)

SUBJECT: MAJOR/Minor: MANAGEMENT- Paper -5

(Syllabus effective from Academic year 2025-26 onwards)

	SUBJECT: MAJOR: MANAGEMENT- Paper 5
Program Outcome:	PO1: Develop a comprehensive understanding of the various management practices, including organizational culture, performance management, diversity, and the integration of AI, to effectively solve business challenges. PO2: Foster the ability to manage change effectively within organizations, particularly during transformations related to cultural shifts, performance system overhauls, or the adoption of emerging technologies. PO3: Able to apply entrepreneurial thinking and innovation skills also enabling students to create new business ideas or improve existing systems by incorporating cultural insights, performance improvements and diversity PO4 Understand global business trends and cross-cultural dynamics and be adaptable and ready to work in an increasingly interconnected and dynamic global business environment. PO5: Foster a mind-set of continuous learning, staying updated with the latest trends in management, and adapting to emerging challenges in the business world. PO6: PO7: Students will understand how to integrate performance competencies, feedback mechanisms, and improvement strategies to drive organizational success. PO8: Leverage modern business technologies and digital tools (e.g., enterprise resource planning (ERP), data analytics, artificial intelligence) to improve management processes and decision-making.

Program Specific Outcome:	PSO1: Understand the significance and types of organizational culture. PSO2: Analyze methods for implementing cultural change. PSO3: Learn the objectives and features of performance management and understand performance competency and counseling. PSO4: Recognize the benefits and challenges of workplace diversity. PSO5: Apply diversity management theories effectively. PSO6: Understand AI and its applications in management. PSO7: Evaluate AI integration in enterprise systems.
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Course Outcome	CO1: Analyze the relationship between organizational culture and employee engagement, and understand how to leverage culture to drive employee motivation and loyalty. CO2: Evaluate the impact of Organizational Change and propose solutions to maintain alignment with business goals. CO3: Design a performance management system that aligns with organizational objectives and for continuous improvement. CO4: Understand the purpose, objectives, and features of performance management systems in organizations. CO5: Identify the benefits and challenges of workplace diversity, and recognize the value of diverse perspectives in enhancing creativity and decision-making. CO6: Understand and apply diversity management theories and practices to create an inclusive workplace. CO7: Understand the fundamentals of Artificial Intelligence (AI) and its various applications in management, including automation, decision-making, and data analysis. CO8: Assess the ethical, legal, and managerial implications of AI integration in business operations
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UNIT	CONTENT	WEIGHTAGE
1	Organizational Culture - History of Organizational Culture in India - Definition of organization - Types of culture - Organizational change - Changing an organizational culture - Roles and customs - Expected roles - Customer development - Tactics of implementation - Developing traditions of change - Managing change effectively	25%
2	Performance Management Systems and Performance Improvement - Definition of PMS. performance competency, potential - Capability and performance counselling - Objectives of PMS - Need for PMS in organizations - Essential features of effective PMS - Conditions for effective performance counselling - Performance counselling phases - Process of performance counselling	25%
3	Managing Diversity - Introduction to workplace diversity - Reasons for growing workforce diversity - Benefits and drawbacks of workforce diversity - Diversity and its impact on companies - Challenges of diversity - Recommendations for managing diversity, Key diversity theories	25%
4	Role of AI in Management: - Overview of Artificial Intelligence: Meaning and Definition - Types of AI - AI vs. traditional software systems - The growing importance of AI in management - Integrating AI with enterprise software (e.g., ERP systems), - Cloud-based AI applications in management - Ethical use of AI and its limitation	25%

References:

- Human Resource & Personnel Management by K. Aswathappa, Tata McGraw-Hill Publishing (2nd edition).
- Significance of HR Audit by V. Sambamurthy, Robert Zmud, Tom Trainer, and Carl Wilson, Prentice Hall/BTM Institute.
- Sustained Innovation - Converging Business & Technology to Achieve Enduring Performance by Faisal Hoque & Terry Kirk Patrick (BTM Press.
- Human Resource Management by C.B. Gupta, published by Sultan Chand and Sons.
- Artificial Intelligence in Business by Rajendra Akerkar
- Cloud AI: A Strategic Guide to Building Business Solutions",Author: Sam R. Madden,Publisher: Wiley
- Artificial Intelligence: Transforming Business in India",Author: Bikramjit R. Bhatia, Publisher: Sage Publications
- The Culture of Organisations: The Search for Meaning and Value,Author: Dr. P. K. K. Nair, Publisher: Sage Publications
- The Indian Workplace: Diversity and Inclusion",Author: Anjali Bansal,Publisher: Sage Publications**
- Diversity and Inclusion at Work: The Business Case for Diversity"Author: Gita PiramalPublisher: Macmillan India**