

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PROGRAM NAME: T.Y.B. Com (Sem 6)
SUBJECT: MAJOR/MINOR: MANAGEMENT- Paper 7
CREDIT:4
(Syllabus effective from Academic year 2025-26 onwards)

	SUBJECT: MAJOR/MINOR: MANAGEMENT- Paper 7
Program Outcome	PO 1: - Gain an in-depth understanding of concepts related to learning organizations, risk and change management, leadership, organizational behavior, and logistics management. PO 2: - Able to analyze and resolve challenges related to managing change, risk, and leading teams in dynamic and uncertain environments. PO 3: - Equip students with the tools for fostering a learning organization and managing organizational behavior. PO 4: - Understand leadership and organizational behavior in a globalized, cross-cultural world. PO 5: - Recognize the ethical and social dimensions of leadership with an emphasis on diversity and inclusion in leadership roles. PO 6: -Identify risks and manage change effectively, and minimize organizational disruption by applying change management theories. PO 7: - Able to think creatively and innovatively to address organizational challenges. PO 8: - Enhance professional skills in logistics management, including demand planning, inventory management, and transportation management.
Program Specific Outcome	PSO 1: Define the concept of a learning organization and identify its key features and benefits in the context of modern organizational development. PSO2: Gain skills to create and sustain learning organizations that focus on continuous improvement. PSO 3: Enhance the capacity to assess risks, manage minimizing risk and transfer risk PSO 4: Evaluate the role of change management in fostering organizational adaptability and sustainability. PSO 5: Analyze leadership practices and organizational behavior in the context of ancient Indian history and apply this knowledge to modern-day leadership challenges. PSO 6: Understand the women face in leadership roles and develop strategies to break the glass ceiling, promoting diversity and inclusion in leadership. PSO 7: Define logistics management and understand its core components, including demand planning, storage, materials planning, and inventory management. PSO 8: Apply logistics management principles to improve delivery, quality, and overall supply chain effectiveness in an organizational setting.
Course Outcome	CO1: Identify features and benefits of a learning organization. CO2: Compare traditional and learning organizations. CO3: Understand risk types, minimization techniques, and change drivers. CO4: Analyze processes for effective change management. CO5: Leadership and Organizational Behavior CO6: Examine leadership challenges in a VUCA environment.

	CO7: Analyze emotional intelligence and women's leadership roles. CO8: Understand key logistics components and their functions and analyze logistics' role in supply chain efficiency.
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UNIT	TOPICS	WEIGHTAGE
1	Learning Organizations: - Definition - Features of a learning organization - Benefits of a learning organization - Difference between traditional and learning organizations, - How a learning organization improves over traditional organizations - Learning organization as an ideal organization, how to create a learning organization	25%
2	Risk and Change Management - Concept of risk and risk management - Types of risk - Risk minimization and transfer of risk - Causes of risk, Need for change - Understanding of change - Forces for change - Aim of change management - Managing change - Process of change - The behavioural and cognitive approach to change	25%
3	Leadership and Organizational Behaviour - Leadership and Organizational Behaviour in ancient India - Leading in a VUCA (Volatile, Uncertain, Complex, Ambiguous) environment - Cross-cultural leadership in a globalized world - Emotional intelligence and people management - Women in leadership and breaking the glass ceiling	25%
4	Logistics Management: - Definition and components of logistics management - Demand planning - Storage and materials planning - Inventory management - Transportation management - Control Functions of management: - Design - Order - Procurement - Reverse logistics Importance of logistics: - Efficiency - Supply chain - Delivery - Quality	25%

References:

- Human Resource & Personnel Management by K. Aswathappa, Tata McGraw-Hill Publishing (2nd edition).
- Human Resource Management by C.B. Gupta, published by Sultan Chand and Sons.
- Leadership Lessons from Indian Historyby V. Raghunathan
- The Diversity Scorecard: Evaluating the Impact of Diversity on Organizational Performance by Dr. Rohini Anand
- Logistics and Supply Chain Management Dr. K. S. Jagannathan
- Organizational Behavior by K. Aswathappa, Publisher: McGraw-Hill Education
- Managing Organizational Change: A Multiple Perspectives Approach" by S. K. Bhatia, Publisher: Global Vision Publishing House
- Risk Management in Organizations by A. K. Sethi, Publisher: Himalaya Publishing House
- Leadership: Theory and Practice by Peter G. Northouse, Publisher: Sage Publications India
- Leadership Lessons from Indian History by V. Raghunathan. Publisher: Penguin Random House
- Organizational Behavior by K. A. Gupta, Publisher: Sultan Chand & Sons
- Logistics Management and Strategy" by R. B. Chopra, Publisher: Pearson Education India
- Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra, Publisher: Pearson Education India

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PROGRAM NAME: T.Y.B. Com (Sem 6)
SUBJECT: MAJOR: MANAGEMENT- Paper 8
CREDIT-4
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Subject Title	MAJOR-MANAGEMENT – Paper 8
Programme Outcome	PO 1: - Understand the concept of sustainable development and its significance in business and society. PO 2: - Analyse the United Nations Sustainable Development Goals and their impact on economic, environmental, and social aspects. PO 3: - Gain knowledge of strategic management concepts and frameworks. PO 4: - Develop analytical skills to evaluate internal and external business environments PO 5: - Understand the fundamentals of supply chain design, operations, and logistics. PO 6: - Analyse key supply chain components such as procurement, production, distribution, and inventory management. PO 7: - Develop knowledge of digital marketing strategies. PO 8: - Explore the impact of AI, automation, and emerging technologies in digital marketing trends.
Programme Specific Outcome	PSO 1: - Apply sustainable business practices to align with the UN Sustainable Development Goals (SDGs). PSO 2: Integrate sustainability principles into corporate decision-making and strategic planning. PSO 3: - Utilize strategic tools such as SWOT, PESTEL, and Porter’s Five Forces for business analysis. PSO 4: - Formulate business strategies to enhance market competitiveness and organizational growth. PSO 5: - Apply supply chain concepts to optimize logistics, inventory, and procurement. PSO 6: - Use technology-driven solutions, such as ERP and AI, to enhance supply chain performance. PSO 7: - Design and execute digital marketing campaigns using SEO, SEM, and social media platforms. PSO 8: - Develop expertise in online branding, content marketing, and e-commerce strategies
COURSE OUTCOME	CO1: Students gain practical knowledge and skills in sustainability, strategy, supply chain, and digital marketing, making them industry-ready. CO2: Explain the concept of sustainable development and its significance in business and society. Analyse the United Nations Sustainable Development Goals (SDGs) and their implications. Evaluate business strategies for promoting sustainability and corporate social responsibility (CSR). Apply sustainable practices to real-world business scenarios. CO3: Understand the fundamental concepts of strategic management and its importance. Use analytical tools such as SWOT, PESTEL, and Porter’s Five Forces to assess business environments. Develop strategic decision-making skills to enhance business growth and competitive advantage. Formulate and implement business strategies based on real-world case studies. CO4: Explain the key components of supply chain management and their role in business operations. Evaluate the efficiency of supply chain strategies in procurement, production, and logistics. Apply supply chain models and tools to optimize business performance. Understand the role of technology and automation in supply chain operations. CO5: Understand digital marketing fundamentals, including SEO, SEM, and social media marketing. Develop and implement digital marketing strategies for brand promotion and customer engagement. Analyse digital marketing performance metrics using tools like Google Analytics. Explore emerging trends in digital marketing, including AI, automation, and influencer marketing.

UNIT	CONTENT	WEIGHTAGE
1	Sustainable development and its goals - History of Sustainable development in India. - Resource management - Four essentials of resource management - Resource management plans 3 concepts of sustainable development - Four components of sustainable development - Sustainable development goals	25%
2	Strategic analysis - Understanding a firm's competitive environment - Gaining advantage understanding the competitive environment - Using SWOT for strategic analysis - External environment analysis using PESTEL - A firm's micro environment (PORTER 5 FORCES) - The Internal Environment (competition, strategy and competitive advantage) - Organizational structure and change	25%
3	Supply chain Management - Definition - Functions of supply chain management - Importance of supply chain management Concept of green supply chain management - Difference between green supply and conventional supply chain - Advantages of adopting GSCM - Barriers in GSCM implement.	25%
4	Digital Marketing - Impact of social media on brand engagement - E-commerce trends in India - Consumer psychology and online purchasing behavior - Role of influencer marketing in brand growth	25%

REFERENCES:

- Human Resource & Personnel Management by K.Aswathappa, "Tata McGraw-Hill Publishing, 2nd editions.
- Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition
- V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing, Prentice Hall/BTM Institute
- Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press
- Human resource management By C.B. Gupta published by Sultan Chand and sons
- Marketing 4.0: Moving from Traditional to Digital"by Philip Kotler
- Understanding Indian Consumer Behavior by K. V. S. Hari
- Sustainable Development: Challenges and Opportunities by K. B. Saxena,Publisher: New India Publishing Agency
- Principles of Sustainable Development by P. K. Vasudev, Publisher: SAGE Publications.
- Strategic Management: Concepts and Cases by P. Subba Rao, Publisher: Himalaya Publishing House
- Strategic Management by V. S. Ramaswamy & S. Namakumari,Publisher: Macmillan India
- Logistics and Supply Chain Management by Dr. K. S. Jagannathan, Publisher: Himalaya Publishing House
- Digital Marketing by Dr. V. Kumar, Publisher: Pearson Education India
- E-commerce and Digital Marketing" by P. S. Rana, Publisher: Khanna Publishing House