

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.COM. (PART - I)

(June 2000-06)

Management Theory Practice

Objective :

To acquaint the post-graduate students with the latest development in Management theory practice, new concepts and techniques.

Course contest :

1. An Overview of the historical context of today's management thinking (different Theories in the history are to be studied with references to modern management thinking. Any of these theories is not to be set in the questions paper as an independent full questions.) **(10%)**
2. Need for customer focus in organization-customer satisfaction and customer delight. **(10%)**
3. Managing, change th e basic change process-esistance to change (individual and organizational) **(10%)**
- 4 Building effective teams-Teams and Networks-Networks Internal & External dynamics. **(10%)**
- 5 Basic understanding of Culture, Power and Political Basic of power.
- 6
 - (a) Putting people first.
 - (b) Areas of Motivations.
 - (c) Quality of work life.
 - (d) Improving personal performance Need for new skills Process deciding to make a differenece, seeing the world new ways to act, grasping the art of pragmatism, unblocking our creativity, understanding others and empathizing with others, becoming, and expert comunicator. **(20%)**
7.
 - (A) From strategic planning to strategic intent-key tools and techniques.
 - (B) Redesigning the organization, going beyond structure to virtual organization. **(10%)**
8. Introduction to following cencepts : vision and Mission core competences, TQM Empowerment, Globalization, Business Process Re-engineering (BPR), Enterprise Resource Planning (ERP), Learning Organization, Cyber Crop, Value Stream Mangement. **(10%)**
9. Case study, (Cases are to be framed from the above mentioned topics.)

REFERENCES :

1. Glass Neil M. (1998), Management Master class-idea, Brealey tools, people, London; Nicholas Brealey Publishing Ltd.
2. Martin James (1989) Cyber Corp : The New Business Revolution, New York; American Management Association.
3. Snyder Niel H. David James (Jr) et al (1984) : Vision, Value and Courage, New York : Free Press.
4. Blanchard K. and Terry Waghorn (1997) Mission Possible, Becoming a world-class organization while there us still time, New York; McGraw Hill Inc.
5. Clutter buck David and Kernaghan Susan (1995) The Power of Empowerment, London; Kogan Page Ltd.
6. Hamel gray and Prahlad C.K. (1994) Competing for the future, Boston; Harvard Business school Press.
7. Davis Keith and Newstron John W(1989) Human Behavior at work. Organization Behaviour, New York; McGraw Hill inc. (For quality of work life.)
8. Business today, Vol. VIII (No. 8) April 22-May 6, 1999 (For EPP)
9. Business today, Vol V (No. 22) Nov. 22 Dec. 6, 1996. (For Special feature on vision).
10. Business Today, Vol. VIII (No. 13) July 7-21-1999. (For TUM & Clocalisation)
11. Glifford Pinchot III (1985) Intrpreneuring; Why you don't have to leave the corporation to become an entrepreneu, New York, Harper & Row.