

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**M.COM. PART – I**  
**MANAGEMENT**  
**THEORY AND PRACTICE**  
**(Syllabus In force from Academic Year, 2009)**

Course Contents :

1. An overview of the historical context of today's management thinking 10%  
(Different Theories in the history is to be studied with reference to modern management thinking. Any of these theories is not to be set in the question paper as an independent question.)
2. Need for customer focus in organization – customer satisfaction and customer delight. 10%
3. Managing Change the basic change process – resistance to change 10%  
( individual and organizational )
4. Building Effective teams – Teams and Networks – Internal and External Dynamics 10%
5. Basic understanding of Culture, Power and Politics – Basis of Power. 10%
6. Performance Appraisal and Maintaining Human Resources – 10%  
Introduction, Importance of Performance Appraisal – Definition of Performance Appraisal – Objectives of Performance Appraisal – Who will Appraise – Performance Appraisal Process – Methods of Performance Appraisal – Overcoming performance Appraisal Problem – Essential characteristics of an Effective Appraisal system – Limitation of Performance Appraisal – Maintaining of Human Resource – Compensation – Fringe Benefits – Types of fringe benefits – Career Planning and Career Development.
7. Conflict Management : Nature of Conflict – Changing views of 10%  
Conflict Functional and Dysfunctional Conflict – Conflict Process – Conflict Levels – Transactional Analysis – Conflict Resolutions – Managerial Implications.
8. From Strategic Planning to Strategic Intent – Key Strategy Tools and Techniques – Redesigning the organization – Going beyond structure to Virtual organization – Strategic Competition. 10%
9. Introduction to Following Concepts : Vision and Mission – Core Competence TQM, Empowerment – Globalisation – Business Process Re-engineering (BPR) – Enterprise Resource Planning (ERP) – Learn Organization – Cyber Corp – Value Stream Management. 10%
10. Case Study (Cases are to be framed form the above mentioned Topics) 10%

\* Reference Books :-

- (1) Management Text and Cases  
- VSP Rao & V. Hari Krishna Excel Books
- (2) Human Resource Management and Industrial Relations  
- Mahajan Publishing House
- (3) Organisational Behaviour  
- Dr. K. Aswathappa