

Veer Narmad South Gujarat University, Surat

S.Y.B.Com.

Management Paper I

Semester - III

(In Force From June 2012-13)

1. MANAGEMENT PHILOSOPHY IN A CONTEMPORARY ENVIRONMENT. 30%

Defining managerial Philosophy, Benefits of Managerial Philosophy, Significant Changes in management Philosophy, Values and Value systems, Role of values in management, Value Patterns for managing, Today's managerial environment, Quality of Life and society, Government: more or less?, Economic Forces: Meaningful Uncertainty. Technology"shock", the educated society, Dramatic demographics, Implications for management.

2. CREATIVE PROBLEM ANALYSIS: 25%

Common Problem areas for managers. Problem solving and the management process. Recognition: key to solutions, Approaches to problem solving: Routine approach, scientific approach, Decisional approach. Creative approach, Quantitative approach, Potential-problem analysis,

3. AUTHORITY AND ORGANIZATIONAL RELATIONSHIPS. 25%

Power and Authority: Top-down and bottom-up authority, Limits of authority, Organizational responsibility: The source of responsibility, Importance of fixed responsibility, Authority and responsibility parity. Delegation of authority and responsibility: The means of delegation, why managers don't delegate. Getting manager's to delegate, Types of authority and organizational relationships: line authority, staff authority, line and staff organization, Line-staff relationships, Advisory staff authority, Service staff authority, Control staff authority, Functional staff authority. The "assistant to" manager. The assistant manager. The general staff.

4. Case Study : 20%

BOOKS FOR REFERENCES:

- ESSENTIALS OF HRM & IR "BY P.SUBBA RAO, PUBLISHED BY HIMALAYA PUBLISHING HOUSE
- PRINCIPLES OF MANAGEMENT, BY TERRY & FRANKLIN, PUBLISHED BY "ALL INDIA TRAVELLER BOOK SELLER. NEW DELHI.
- PERSONNEL MANAGEMNT & INDUSTRIAL RELATION, BY B.P.SINGH. et . Al by Dhanpatrai & sons.
- MODERN BUSINESS ORGANISATION AND MANAGEMENT BY S.A.SHERLEKAR & V.S.SHERLEKAR, HIMALAYA PUBLISHING HOUSE.
- INDUSTRIAL ORGANISATION AND MANAGEMENT. BY S.A.SHERLEKAR & C.MALLIKHARJUNA RAO, HIMALAYA PUBLISHING HOUSE.

Veer Narmad South Gujarat University, Surat

S.Y.B.Com.

Management Paper I

Semester - IV

(In Force From June 2012-13)

1 Comparative management. 30%

The management process in foreign countries, Comparative management questions. Generalizations about foreign managements: Customs. Social values, education, Selection and Promotion of Personnel. Participative decision making, Codetermination, Unions framework of Comparative management.

2 MANAGEMNT IN THE FUTURE. 30%

Management thought, Changes in priorities and values: Education, individualism. Land and Capital. Influences of Government. Quality of Life. Fading industrial era. More involvement and interrelationships. Social considerations. The human resource. Manager obsolescence, Emphasis on Planning. Management as a resource. Technology. Organization changes. Mass non-routine tasks. Manager of the future.

3 RECENT TECHNIQUES IN HUMAN RESOURCE MANAGEMENT 20%

(A) Employees fro lease – (B) Moon Lighting by employees: Blue Moon to Full Moon – (C) Dual Career Groups – (D) Flexitime and Flexi work – (E) Training and Development: Organiasation’s Educational Institutes – (F) Management Participation in employees Organisations – (G) Consumer Participation in Collective Bargaining – (H) Collaborative Approach – (I) Employees Proxy – (J) Human Resource Accounting – (K) Organisational Politics – (L) Exit Policy and Practice – (M) Future of HRM.

4 Case Study : 20%

BOOKS FOR REFERENCES:

- ESSENTIALS OF HRM & IR “BY P.SUBBA RAO, PUBLISHED BY HIMALAYA PUBLISHING HOUSE
- PRINCIPLES OF MANAGEMENT, BY TERRY & FRANKLIN, PUBLISHED BY “ALL INDIA TRAVELLER BOOK SELLER. NEW DELHI.
- PERSONNEL MANAGEMNT & INDUSTRIAL RELATION, BY B.P.SINGH. et . Al by Dhanpatrai & sons.
- MODERN BUSINESS ORGANISATION AND MANAGEMENT BY S.A.SHERLEKAR & V.S.SHERLEKAR, HIMALAYA PUBLISHING HOUSE.
- INDUSTRIAL ORGANISATION AND MANAGEMENT. BY S.A.SHERLEKAR & C.MALLIKHARJUNA RAO, HIMALAYA PUBLISHING HOUSE.

Veer Narmad South Gujarat University, Surat**S.Y.B.Com.****Management Paper II****Semester - III****(In Force From June 2012-13)**

1. **BUSINESS TECHNOLOGY MANAGEMENT:** **25%**
Where does BTM fits, BTM alignments, synchronization and Convergence, Dimensions of BTM- Process, Organisation, Information, Technology, BTM Capabilities, BTM maturity Model.
2. **BUSINESS PERFORMANCE MANAGEMENT:** **25%**
History, definitions and scope, methodologies, metrics and key performance indicators, Application software types, design and Implementation.
3. **SUPPLY CHAINN MANAGEMENT:** **30%**
Definition, Problem addressed by supply chain management, Activities/function, (strategies level tactical level, operational level,) Importance of supply chain management, historical development in supply chain management, supply chain business process integration, supply chain sustainability.
4. **Case Study :** **20%**

REFERENCES:

Human Resource & Personnel Management by K.Asathappa, " Tata McGraw-Hill Publishing , 2nd editions.

Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.

3 legged Race, ByFaisal Hoque, V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005

Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007.

Veer Narmad South Gujarat University, Surat**S.Y.B.Com.****Management Paper II****Semester - IV****(In Force From June 2012-13)**

- 1. PUBLIC RELATION: **25%****
Introduction, Origin and growth of Public relation, Recent trends in Public relation, Principle's and ethics of Public relation.
- 2. EMPLOYEE WELFARE: **30%****
Learning Objectives, Meaning and definition, Merits and demerits of welfare measures, Types of welfare activities, statutory and non-statutory, Approaches to Labour welfare, Administration of welfare facilities,
- 3. SAFETY AND HEALTH: **25%****
Learning Objectives, Safety, Types of Accident, Needs for Safety, Safety Programmes, Health, Physical Health, Mental Health, Noise Control, Job Stress, Acquired Immune Deficiency Syndrome (AIDS), Alcoholism and Drug Abuse. Violence in the Work Place.
- 4. Case Study : **20%****

REFERENCES:

Human Resource & Personnel Management by K.Asathappa, " Tata McGraw-Hill Publishing , 2nd editions.

Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.

3 legged Race, ByFaisal Hoque, V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005

Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007).